

LIFE



STARLET-VIOLINIST

JANUARY 19, 1948

15 CENTS

YEARLY SUBSCRIPTION \$5.50

"I don't care if there is a moon!"



When our friends Ann and Hal opened a ski lodge in Vermont, my husband and I scooted up. Such scenery! Such skiing! But when, after an evening sleigh ride, the boys wanted *more* skiing, I gave up. "I don't care if there *is* a moon," I said. "Me for bed!"



Ann brought up some apples, and purred while I raved. "It's perfect!" I said. "Fireplace—maple furniture—everything. I'm *green*. Why, you've even got *percale* sheets, I do believe. Such extravagance!" Ann laughed. "These are *Cannon Percale* Sheets, pet. But extravagant? No!"



"Us innkeepers have to be practical," she explained. "Sure, these Cannon Percals are *dreams* for softness—to keep the guests happy. But you won't *believe* what they cost—not so very much more than heavy-duty muslins! Besides—they're bear-cats for wear!"



I'd have kicked myself if I hadn't had ski boots on. Denying myself percale's luxury all these years! Ann read my mind. "Go get 'em, toots," she said. "You'll love 'em. So fine-woven and light they even save money on laundering. Welcome to the Cannon Percale fan club!"



Cannon Percale Sheets

An Investment in Contentment

AT A MOST ATTRACTIVE PRICE!

Beautiful to look at and thrilling to hear . . . this Philco 1282 radio-phonograph . . .
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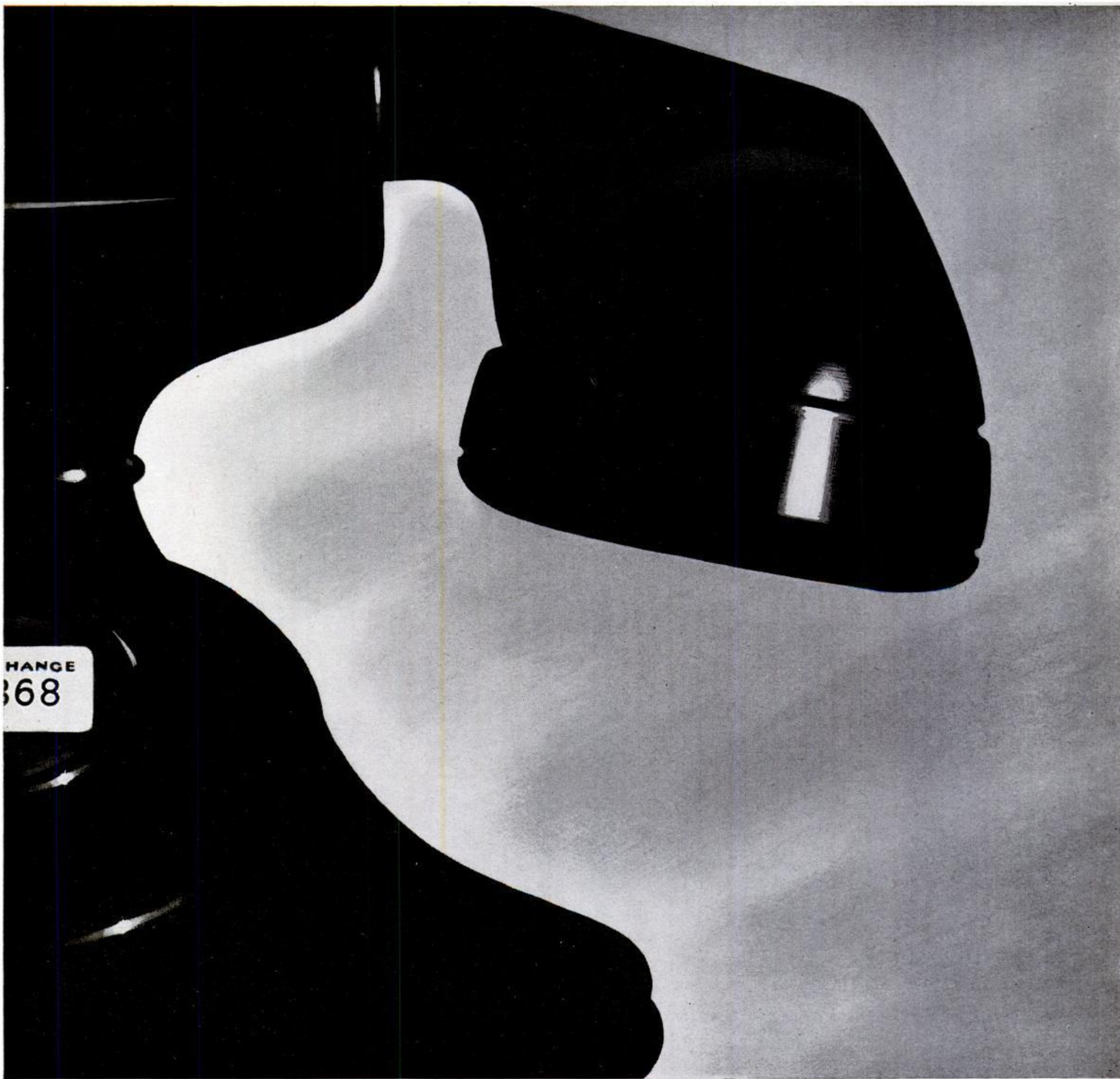
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Wednesday is Bingsday! Listen to Bing Crosby on Philco Radio Time, Wednesdays at 10 P.M. in the East, 9 P.M. everywhere else. ABC Network and many additional stations.

*Slightly higher Denver and West

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HANGE
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THE NEW AND GREATER MODEL 60

Sensationally popular! It's a powerful G-E *natural color tone* radio—an accurate G-E electric clock—an unfailing electronic reminder—all in one beautiful cabinet. For bedrooms—wakes you to music. For the office—turns on news and market reports automatically. For the kitchen—remembers a favorite program—reminds you to take the cake out of the oven. For any room—it's a smart table radio with exclusive G-E *natural color tone*. Ask to see Model 60 in rich rosewood plastic or Model 62 in gleaming ivory plastic.



natural color tone radios

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General Electric Company, Electronics Park, Syracuse, N.Y.



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Enjoy it every day in the year. At home you play it on house current—either a-c or d-c. Away, you use its long-life batteries. It's the perfect companion for every carefree hour. So light! So smart! So powerful! Ask for Model 140.



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Lovely rosewood plastic table radio with *natural color tone*. Sharp tuning—plenty of power. Model 202. Other G-E table models in ivory plastic or mahogany. See them at your dealer's.

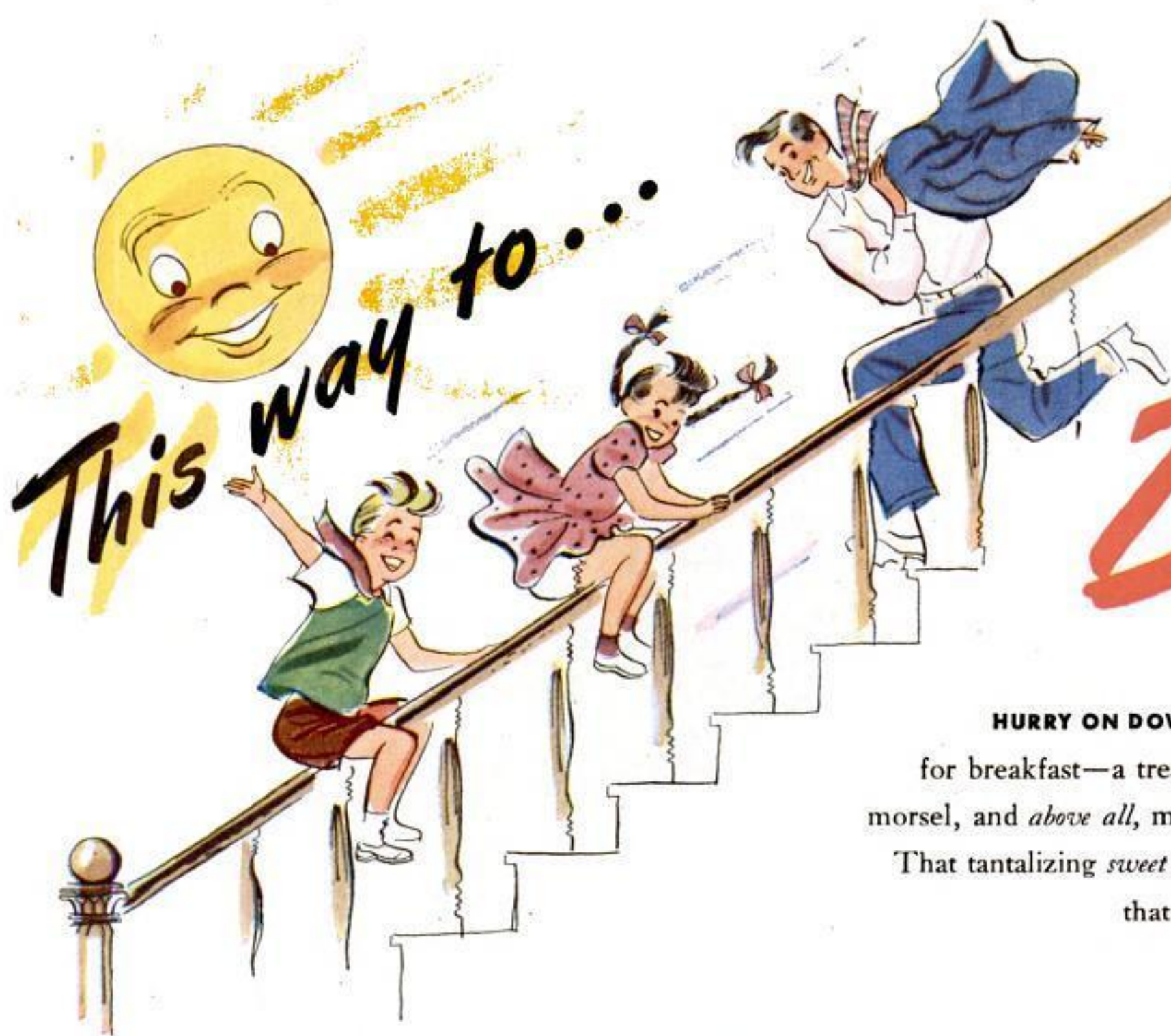
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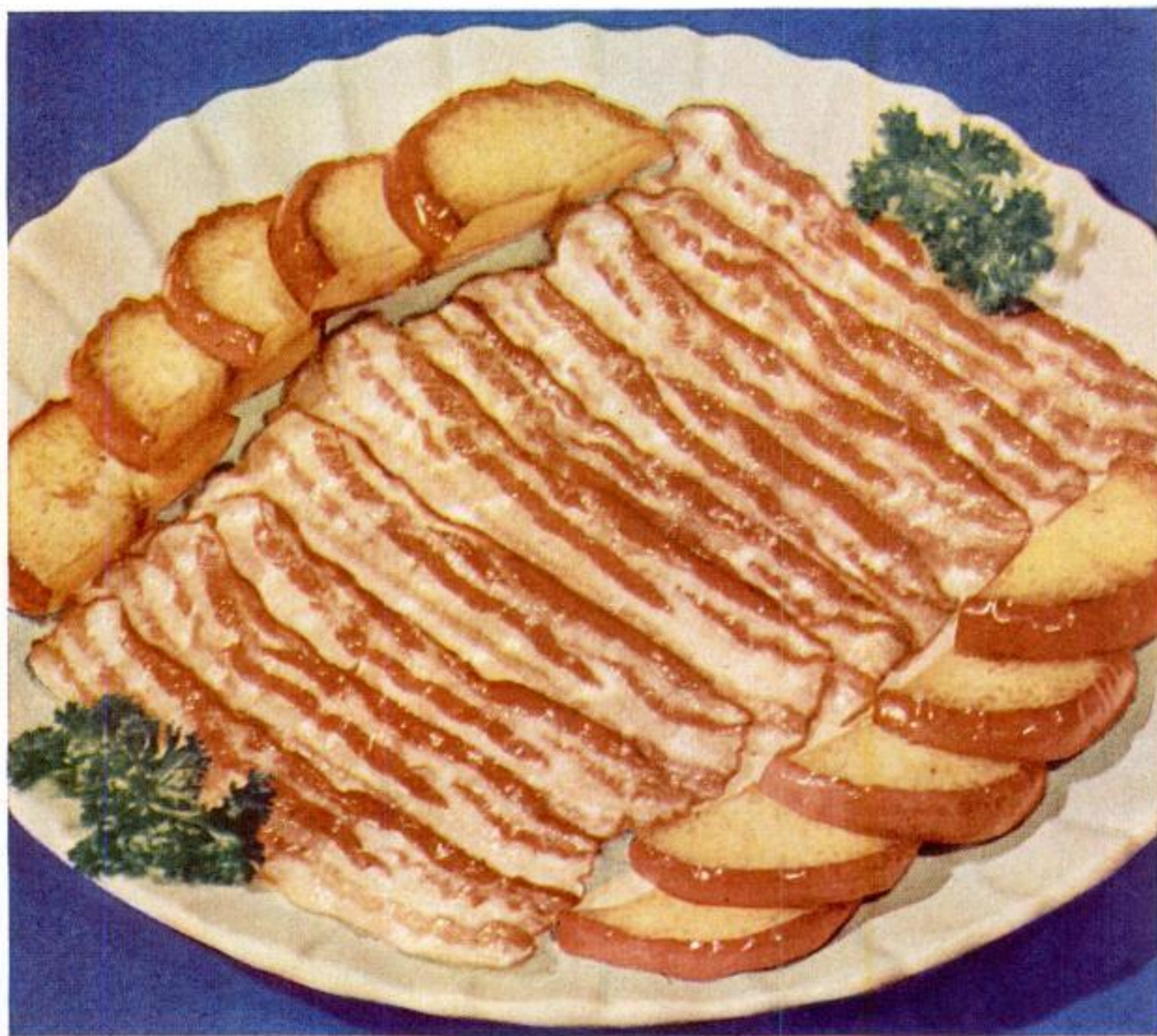
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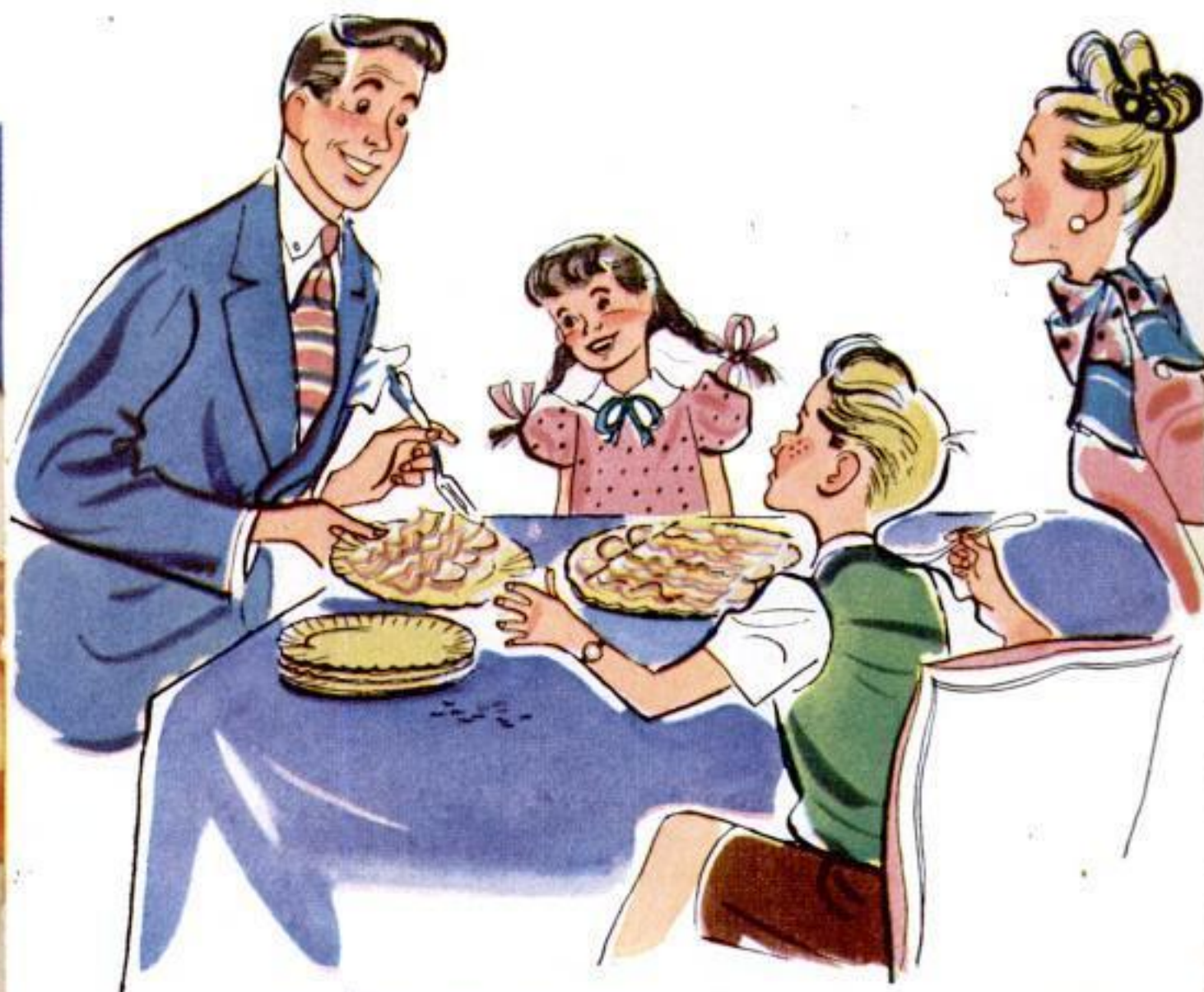
Brighter Breakfasts!

HURRY ON DOWN, cherubs . . . Dad's right behind you! There's bacon for breakfast—a treat to be treasured these days. So cook it with care, relish every morsel, and *above all*, make sure it's *Swift's Premium* (America's favorite bacon, you know). That tantalizing *sweet smoke taste* is the savory, flavory way to spark the brighter breakfasts that nutritionists tell us active minds and bodies need.

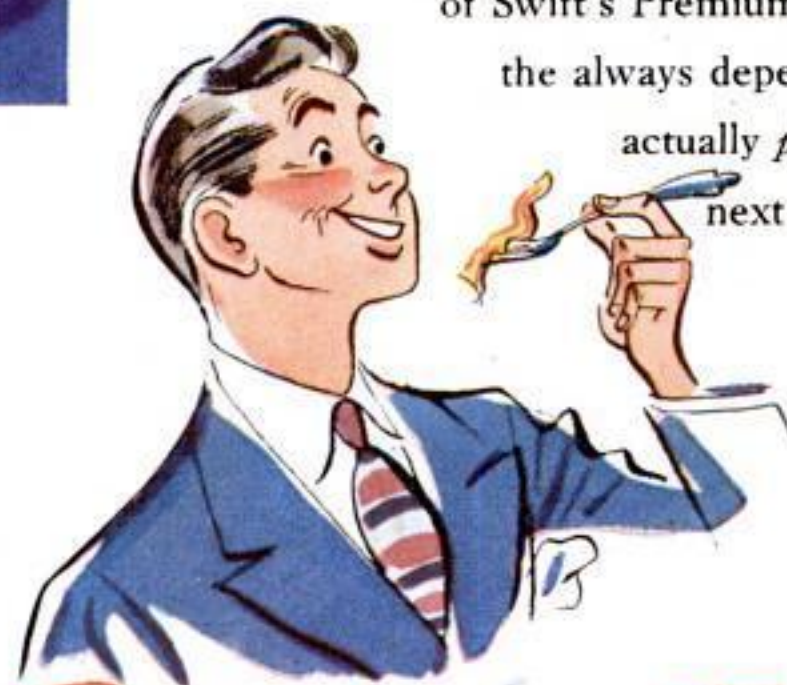


CAREFUL COOKING SAVES WASTE: Place slices of Swift's Premium Bacon in cold frying pan. Don't overcrowd. Cook slowly; turn often to cook evenly. Drain on absorbent paper. For crisp bacon, pour off fat as it accumulates, and save for future use.

Serve with unpeeled apple slices dipped in brown sugar and fried in bacon fat.



YOU START THE DAY BRIGHT when you start with Swift's Premium Bacon. It's rich in wide-awake food energy, and so easy to digest that the tiniest tots thrive on it. Everybody in the family loves the tender-crisp, every-time goodness of Swift's Premium Bacon, the famous *sweet smoke taste*, the always dependable quality. That's why America actually *prefers* Swift's Premium Bacon to the next 25 brands *combined*!



Swift's Premium Bacon  *with the sweet smoke taste!*

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The Case of the

FAN-DANCER'S HORSE

WHEN Perry Mason finds a complete fan-dancer's costume—(two feathers and a pair of white slippers)—naturally, he advertises for the owner. But when gorgeous Cheri Chi-Chi turns up to claim her property, she seems to think she has lost a wounded saddle horse!



Perry's bewilderment hits rock bottom when his shapely new client steals his car—and is found burying a blood-spattered fan. "Murder" say the police—and even hint that Perry is an accomplice! No wonder it takes his most amazing court room "fireworks spectacle" to dazzle the jury and pin the crime on the real culprit. Regular price, \$2.50.

The Case of the HALF-WAKENED WIFE

IT'S the dead of night. You are aboard a yacht loaded with people who hate one another. Suddenly there is...

A scream! A splash! A shot! Then the cry, "Man Over-board!" And you find yourself clutching a beautiful woman who is wearing a nightgown and holding a gun—from which one shot has just been fired!



The lady stands before the court. Accused of murder. Perry Mason, now her lawyer, is the ONLY person in the world who believes her innocent. So what do you suppose the lady does? She FIRES him! Regular price, \$2.00.

The Case of the CROOKED CANDLE

A FIGURE lies on a blood-stained carpet aboard a boat aground in the bay. The tide goes out. The boat keels over. Suddenly the body begins to roll... over and over, faster and faster... until it slams to rest against the starboard cabin wall!



Nimble, the "corpse" jumps to his feet—with a big grin on his face! It's Perry Mason—and the tireless "legal beagle" has just solved one of the weirdest cases of his career. A case that rests on the curious clue of a wax candle which is so important that it sends a man—and very nearly the WRONG MAN—to the electric chair for murder! Regular price, \$2.00.

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HERE is the most extraordinary offer ever made to mystery fans! Yours FREE—THREE full-length books featuring the fast-talking, faster-acting, razor-keen Perry Mason, the most popular detective who ever cornered a murderer. His creator, Erle Stanley Gardner, is the biggest selling detective story writer in the world.

The moment you open one of these books by the great Gardner, you're off on a jet-propelled thriller that whisks you through a baffling murder maze at breakneck speed. No wonder fans eagerly devour every book he writes! No wonder over SIX MILLION copies of Gardner's stories were sold last year!

And NOW you can have these THREE great Perry Mason masterpieces FREE—as a membership gift from the Detective Book Club. We make this astounding offer—an offer so unusual it may never be repeated—to introduce you to the many advantages of belonging to the Club.

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About 300 new detective books are published every year. You can't read them all. It's hard to find the best. But a mystery by Erle Stanley Gardner, Ellery Queen, Mignon G. Eberhart, Carter Dickson, or Agatha Christie is sure to be good. ALL OF THESE, and many other famous writers have had their books selected by the Detective Book Club. Many are members of the Club themselves.

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Yes, even finest soaps
and soap shampoos hide the
natural lustre of your hair
with dulling soap film



- Halo contains no soap. Made with a new patented ingredient it cannot leave dulling soap film!
- Halo reveals the true natural beauty of your hair the very first time you use it, leaves it shimmering with glorious highlights.
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- Carries away unsightly loose dandruff like magic!
- Lets hair dry soft and manageable, easy to curl!
- Buy Halo at any drug or cosmetic counter.

Reveals the Hidden Beauty of Your Hair!

LETTERS TO THE EDITORS

SKIMPY ISSUE

Sirs:

Your Dec. 29 issue is as skinny as the girl on the cover. Both are dissatisfying.

N. B. McALLISTER

El Segundo, Calif.

Sirs:

What happened to all the pages in your magazine? It keeps getting smaller with every issue.

In your Dec. 8 issue you had 160 pages. Then in your Dec. 15 issue there were 152 pages. In your Dec. 22 issue you dropped to 100 pages. In the Dec. 29 issue you went down to 72 pages.

I'm only 12 years old but to me 15¢ is a lot of money, especially when you hardly buy anything with it. I'm sure other people will agree with me.

How about more pages, huh?

MATHEW ROBINS

Jacksonville, Fla.

• Yessir, 128 pages coming up next week. LIFE has a shrinking spell every year around Christmas. It carries very few ads because advertisers feel that shoppers will already have bought their presents.—ED.

MIAMI

Sirs:

Did you know the layout plan for LIFE, Dec. 29, was confused? "Ulcer Operation" on page 25; "Miami" on page 31.

Any poor, healthy fool like me knows that ulcers come *after* Miami!

LOREE FIRESTONE

Toledo, Ohio

Sirs:

I have read your article on the subject of Miami with a great deal of amusement. I use the word "amusement" loosely . . . I was really hysterical. The coverage is excellent but I wonder if your reporter was at all curious about the native down here. I am not referring to the get-rich-quick men with the pleated gold pants and the long lapels. I am talking about the men whose firms transfer them here, like my husband, whose salaries are more than adequate in any other part of the country but here. Rents, food, clothing, etc. are all jacked up, and the common man pays along with the tourist. How about coming back and interviewing the man who pays so much for his enforced "vacation" that when his own comes along he can't afford it?

MRS. IVAN L. DENARAY

Coral Gables, Fla.

Sirs:

You forgot to mention the large economy-size cockroaches, scorpions, centipedes, mosquitoes and stinking, clammy, stinging jelly fish.

J. W. COLSON

Pittsburgh, Pa.

Sirs:

I searched and searched. . . I saw things and people—expensive things and grim, lonely, artificial, tense-looking people—failed to find one single photo that was humanized with the presence of a child. . .

GEORGE VITAS

Atlanta, Ga.

LANA TURNER

Sirs:

Your comment on "Bob" Topping-Lana Turner (LIFE's Party, Dec. 29) is highly improbable.

Miss Turner wouldn't really pick

Mr. Topping over *both* her previous beaux! Maybe in place of Tyrone Power—but surely never over a Yale man!!! Tsk! Tsk!

HAROLD ROOSEVELT PODORSON

Yale, Class of 1946M

Los Angeles, Calif.

P.S. Where did Mr. Topping go to college, anyway?

• Topping never went.—ED.

Sirs:

You published photographs of the Duchess of Windsor living up to her reputation as the world's best-dressed woman. On the other hand Miss Lana Turner seems to have gone out of her way in the endeavor to choose everything wrong from jewels to hairdo.

FANNIE R. C. BURKE

Amherst, Nova Scotia, Canada

Sirs:

RE: LANA TURNER: TOPPING "CAN HAVE HER, I DON'T WANT HER, SHE'S TOO FAT FOR ME."

JOHN A. KALBACH

Seattle, Wash.



TOO FAT?

• Miss Turner's dimensions: height 5'3", weight 109, bust 35½, waist 24, hips 36.—ED.

Sirs:

To my amazement I note that Dr. Conrad Berens, one of the guests at the party, is now the inventor of THE contact lens! This is certainly a revelation, since I am in possession of other information: "The Müller contact glass was first produced in 1887. . ." (quoted from *Modern Ophthalmic Lenses and Optical Glass* by T. E. Obrig). . .

ALVIN H. REYNER, O.D.

Columbia, S.C.

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To see the world
To eyewitness great events**

I want to see **LIFE** each week.

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CONTINUED ON PAGE 8

NEW! FLEXNIT

"Sumthin"

★ Sensationally different youth-girdle that thins amazingly!

NO BONES • NO HEAVY FABRIC • EXCLUSIVE FLEXNIT SEAMLESS KNIT-STYLING DOES WHAT BONES AND HEAVY FABRIC ARE EXPECTED TO DO!

9 ways wonderful NEVER MATCHED BEFORE!

1. Amazing "Flattening" at 3 Problem Points—"SumTHIN" is the first 2-way stretch garment ever made with special, exclusive Flexnit panels to slim the problem points—hips, tummy, derriere (arrows in sketches show points of clever slimming support). Special knit-styling (patent applied for) does work expected of heavy fabric and boning—does it with perfect comfort!

2. New "Wonder Waistline"—Dependable "hold-up," slims you where you need it so much for the new silhouette.

3. Exclusive "Free-Walking" Feature—Special light knit band permits complete comfort in action—without sacrificing slimming.

4. Sheer & Smooth as Silk Jersey—Seamless—Hugs the body with gentle support—never a sag or wrinkle.

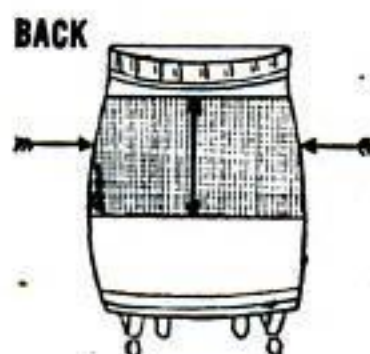
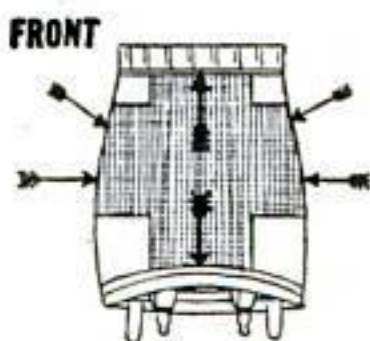
5. More Come-Back & "Zing" Than Pre-War Elastics—Wear it, wash it—"SumTHIN" always zings back into perfect shape and flatness. After 7200 hard stretchings during thorough testing—garment snapped back to original shape.

6. Marvelous "Up & Down" Stretch for all Heights—Such springiness, it stretches to fit all heights, giving support without restraint.

7. New Lightness with Durability—Close durable knit springs into open weave at slightest stretch—"lets your skin breathe."

8. Special Nylon "Reinforcing"—Special nylon thread reinforcing adds strength—enhances stretch.

9. Now—Two-Way Stretch Garters! 4 miracle knitted garters with same side stretch as your girdle! No pull or strain where garters are attached to girdle. Never need replace garters! More comfort, longer life for garment.



Small,
medium,
large

\$5

GIRDLE or

PANTIE
GIRDLE

FLEXNIT

200 Madison Ave., N.Y., 16

You've been dreaming about a
girdle like "SumTHIN"...
Get it NOW—at stores everywhere

with hair like this,
you'll hear: "hello
handsome"



Want a head of hair that makes you look like Nature's favorite son? So handsome that gals look twice... and keep looking? OK. Start with...

50 seconds to massage—Feel that tingle! That's the alcohol in Vitalis stimulating your scalp. Different from those dressings that contain nothing but oil!

Won't dry your hair—The alcohol disappears, leaving a fine, protective film of pure vegetable oils distributed over hair and scalp.

Conditions your scalp—Routs loose dandruff, helps check excessive falling hair.

10 seconds to comb—Man, what grooming! What a natural lustre! No greasy look—Vitalis contains no mineral oil. Get Vitalis today!



Product of
Bristol-Myers

Vitalis and the
"60-Second Workout"
to stimulate scalp...keep hair handsome

Your barber is an expert on the care of scalp and hair. Take his advice when he suggests Vitalis...in the individual, sanitary Seal tube.



Vitalis and Seal tube are Bristol-Myers trade marks

LETTERS TO THE EDITORS

CONTINUED

Sirs:

As far back as the French Revolution aristocrats attempting to escape often had crude glass affairs with semi-opaque irises painted to disguise eye color. In 1827 Sir John F. Herschell, English astronomer, proposed such eye coverings to protect the cornea of the eye from cancerous eyelids. . . .

ALBERT J. FREEDMAN, O.D.

Chicago, Ill.

Sirs:

Contact lenses were an English invention of the latter part of the 17th Century. . . .

JOHN FASSETT EDWARDS, M.D.

Easton, Pa.

● Readers Reyner and Freedman are both right. Dr. Edwards errs by a century. Contact lenses were invented in 1827 but were not produced until 60 years later.—ED.

BUSY TENOR

Sirs:

I want to correct the statement in your article on Ezio Pinza (LIFE, Dec. 1) that I only appear two or three times a season at the Metropolitan Opera in New York and that I have chosen Hollywood for opera. The fact is that I have always sung at least 10 performances at the Metropolitan Opera during a season and this year will sing 16 performances. I feel you should correct your mistake as it is unfair to throw stones at someone who takes great interest in the operatic life of our country and now, through 22 seasons at the Metropolitan, has done his duty to this institution and shown his gratefulness to the audience and our great country for its help along the road to success.

LAURITZ MELCHIOR

Beverly Hills, Calif.

OWLS vs. STARLINGS

Sirs:

A clipping from the Baltimore News-Post purports to show that the artificial owls described in LIFE (Dec. 29) have had no effect on the starlings nesting around the Chamber of Commerce Building in Baltimore. It seems also that Lancaster, Pa. has had no better luck.

Maybe the starlings of Illinois are a namby-pamby lot that scare easily

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ON A PEDESTAL



GOTHAM GOLD STRIPE NYLONS

A ring of decorative lace just below the Gold Stripe! Gotham presents it in "FRIV-O-LACE"; a sheer 30 denier all nylon stocking . . . in WAFFLE, a maple-syrup shade. Buy these stockings at your favorite store. If not obtainable, use coupon below.

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GOTHAM HOSIERY COMPANY, INC.—DEPT. L119
200 MADISON AVENUE, NEW YORK 16, N. Y.

I would like to buy the stockings illustrated "On A Pedestal." Please send me, through a local store, one pair Gotham Gold Stripe "Friv-O-Lace" in 30 denier nylon, WAFFLE, Style 4304, at \$1.65 a pair. My size is I enclose Check or Money Order (Don't send stamps.)

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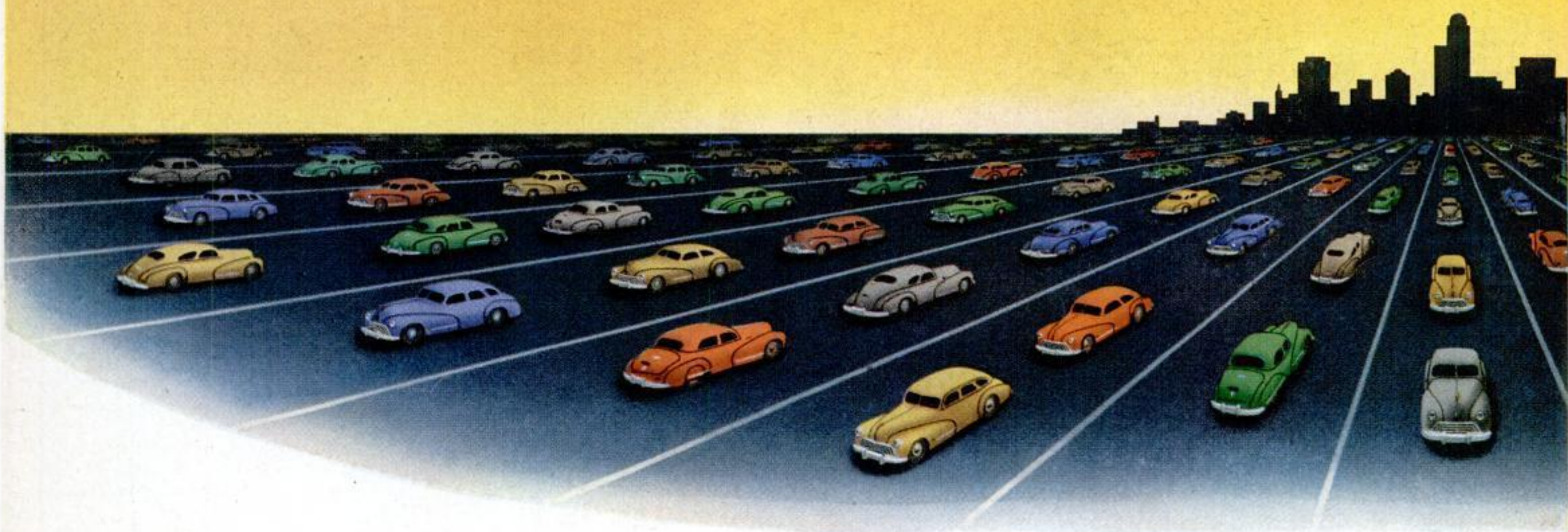
CITY _____ STATE _____

Coupon orders filled only in the U. S. A.

TRADE MARK

CONTINUED ON PAGE 11

GENERAL MOTORS HYDRA-MATIC DRIVE



Hydra-Matic Drive will be offered at extra cost in the Futuramic Oldsmobile "98" and the Dynamic "60" and "70" for '48

400,000 Oldsmobile owners, who drive the Hydra-Matic way, are blazing the trails tomorrow's motorists will follow. They go without shifting—without pushing a clutch—as Hydra-Matic Drive shifts the gears and does the footwork for them. During the past 8 years, these 400,000 Oldsmobile owners have *proved* the day-after-day dependability of GM Hydra-Matic Drive. And today, as Oldsmobile leads the way into a new Golden Era of progress and advancement, Hydra-Matic Drive is still *first . . . automatically!*

FUTURAMIC OLDSMOBILE

ALL-ABOARD!

"fresh up"
with
Seven-Up!



**DO THINGS TOGETHER
BE A "FRESH UP" FAMILY!**

With Dad as switchman, Sonny at the controls, Mom as gateman and Sis a make-believe passenger, there's bound to be loads of fun aboard the "All-Family Express"! And with crystal-clear 7-Up at hand for everyone, the picture is complete. For wholesome 7-Up adds enjoyment to *every* family activity —whether it's work or play.

See for yourself how lively 7-Up dances and sparkles on your tongue . . . how it *really* quenches "indoor thirst." Order today where you see those eye-catching 7-Up signs.

7up
REG. U.S. PAT. OFF.

YOU LIKE IT  **IT LIKES YOU!**

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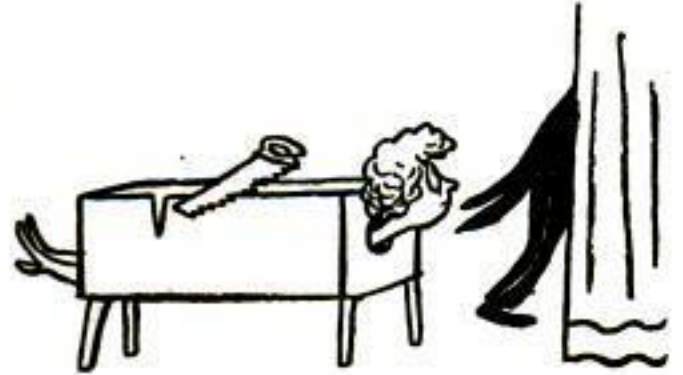
A clever magician named Blue,



Whose shorts always sawed him in two,



Heard his better half scream



"Arrow's no-center-seam



Means much greater comfort for you!"



No chafing center seam • Sanforized labeled • gripper fasteners • elastic or tie side • boxer model • adjustable back.

ARROW SHORTS

\$1.25 \$1.50 \$1.75 • Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts
Cluett, Peabody & Co., Inc.

LETTERS TO THE EDITORS

and do not have the fortitude of their cousins in Maryland and Pennsylvania.

GEORGE C. WILCOX SR.
Baltimore, Md.

● Authorities in Lancaster, Pa. are now backing up the owls with aerial bombs.—ED.

ADVANCED STUDY

Sirs:

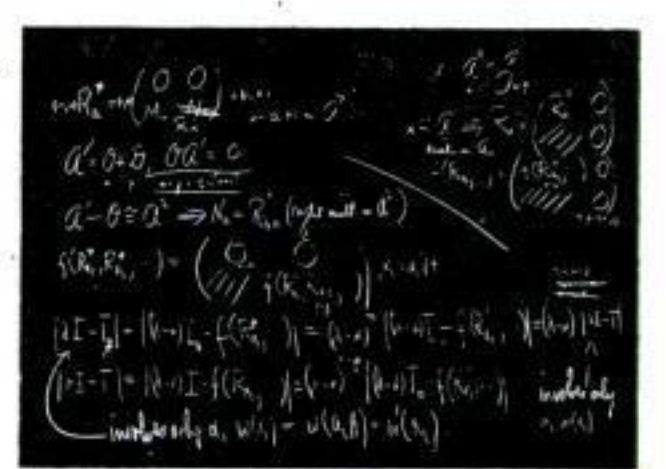
Your article concerning the Institute for Advanced Study (LIFE, Dec. 29) reports a very noteworthy progressive step. It is a progressive step when man begins to recognize the value in concentrated, methodic thinking. We of today have too few real thinkers. Almost as rare are those who really know how to think or recognize the potentialities of thought. It does seem to me that those who are really capable of thinking and will do it (for I believe that there are many who are capable of it but for some reason will not) are entitled to as much assistance as would be given to a person with a genius for music, for example.

I do notice that apparently no provision has been made for the thinkers in another field, philosophy... a definite omission in the Institute for Advanced Study.

RUTH PLANT
Seattle, Wash.

Sirs:

Will you kindly publish a photograph of Richard Schafer's blackboard with his head removed (photographically, of course) in order that I may contemplate without interference the portion of his equations



SCHAFER'S BLACKBOARD

thus obscured? I just about had the darn thing figured out when I arrived at Mr. Schafer's left ear—I have been nearly sleepless ever since—so will you please drop the other shoe.

F. M. SPENCER
San Angelo, Texas

MILI ON BOWLING

Sirs:

I am a student photographer and am greatly interested in the technical data on Gjon Mili's wonderful action pictures of Andy Varipapa bowling (LIFE, Dec. 29).

A short-focal-length lens is indicated by the distortion of the pins. However even with a short lens, a very small aperture would be necessary to achieve the great depth of field required to get the pinpoint sharpness from extreme foreground to extreme background. How, then, did Mili get enough light (also very even from foreground to background) to permit a fast enough shutter speed to stop the action?

ARTHUR Y. FLEMING
Dallas, Texas

● Mili used enough stroboscopic lighting to permit the use of an $f/22$ opening on a 3-inch lens with a 4x5 tilt-back camera.—ED.

Our Love began in RIO



At luncheon overlooking Sugar Loaf and fabulous Rio Bay. We'd been sightseeing. "Cigarette?" he said. Our fingers touched—and then he was holding my hand. So this is why I'd kept my hands so smooth and soft, always. For this one lovely moment. But...



Not long after, at a dance at Hotel Quitandinha, "It's for always", he said. And my heart sang. For me, it's "for always" too. And—with Jergens Lotion—I'll keep my hands soft and smooth for all our lovely moments. We'll certainly have Jergens Lotion at our house.

The loveliest women in the world care for their hands with Jergens Lotion. Hollywood Stars, for instance, use Jergens Lotion, 7 to 1.

Recent research makes today's Jergens Lotion finer than ever. More protective, too. Two skin-care ingredients many doctors use are both in your Jergens Lotion. 10¢ to \$1.00 (plus tax). No oiliness; never sticky.



For the Softest, Adorable Hands, use Jergens Lotion

Free! "Try-it" size of today's even finer Jergens Lotion. Mail coupon now. (Paste on penny postcard if you wish.) Address: Box 27, Cincinnati 14, Ohio

Name _____ Address _____ 10A

City _____ State _____

(Please print name, address plainly.) (Sorry, offer good in U.S.A. only.)

PEPSI-COLA

"TREASURE TOP" SWEEPSTAKES AND CONTESTS

Hidden design
under **EVERY**
BOTTLE TOP

Every
entry gets at
least a 100 point
Certificate
for the Family
Sweepstakes

GET CASH PRIZES

**WIN ONE OR
MORE OF THESE
CASH PRIZES**

51 CASH PRIZES EACH MONTH IN YOUR STATE • IN ADDITION...WIN FAMILY SWEEPSTAKES 1ST PRIZE \$25,000.00 • IN ADDITION...WIN MONTHLY NATIONAL PRIZES

Cash prizes by the thousands! Lots of chances to win! Pepsi-Cola's fascinating "Treasure Top" Sweepstakes and Contests offers \$203,725.00 in total cash prizes! (Including special dealer prizes)

It's easy to enter! On an entry blank or sheet of paper, complete this sentence in 25 additional words or less: "Pepsi-Cola hits the spot because . . .". State on each entry your name and address, the name of the head of your family, your Pepsi-Cola dealer's name and address, and the total number of different "Treasure Tops" designs you have collected. Then mail your entry, with one "Treasure Top," to Pepsi-Cola "Treasure Top" Contests, P. O. Box 41, New York 8, N. Y.

Each month—there are 51 separate prizes awarded in each state and the District of Columbia—a monthly total of 2,499 cash prizes. Contestants in each state compete *only* with entries from that state.

Each month—there are three national prizes, awarded to the best three of the 49 State First-Prize winners. These monthly national prizes are \$1,000, \$500 and \$250 respectively.

At the close of the six months' contest period, 40 Family Sweepstakes Prizes, (1st Prize, \$25,000 Cash), will be awarded. Here's how it works: Every time you enter you will receive a 100 point Treasure Certificate. Also, every entry winning a monthly prize will receive an additional 100 point Treasure Certificate. At the end of the contest, the 100 families with the greatest number of Treasure Points will qualify for the Family Sweepstakes Finals (read rule 8 on facing page)! Remember, you may enter these contests as many times as you wish. Don't wait! Read the contest rules carefully—get your family started NOW in these big Pepsi-Cola "Treasure Top" Sweepstakes and Contests!

COLLECT AND SWAP "TREASURE TOPS"! IT'S FUN!

Win your prize from this list

Family Sweepstakes Prizes:

1st PRIZE: \$25,000.00
2nd PRIZE: \$5,000.00 **4th PRIZE: \$1,000.00**
3rd PRIZE: \$2,000.00 **5th PRIZE: \$500.00**
35 PRIZES: \$100.00 each

Monthly National Prizes:

1st PRIZE: \$1,000.00
2nd PRIZE: \$500.00 **3rd PRIZE: \$250.00**

Monthly Prizes in Every State:

1st PRIZE: \$100.00
2nd PRIZE: \$50.00 **4th to 10th PRIZES: each \$10.00**
3rd PRIZE: \$25.00 **NEXT 41 PRIZES: each \$5.00**

★ Every entry gets at least a 100 point Treasure Certificate toward the Family Sweepstakes Prizes

\$203,725.00



"TREASURE TOPS"—what they are

"Treasure Tops" are Pepsi-Cola bottle tops with hidden designs under the cork lining. To find the design, simply remove the cork from inside the bottle top. At present, there are 48 different designs—symbols of branches of the

U. S. Armed Forces, like those shown above. At intervals during the contest, new designs will be added. That makes these big Pepsi-Cola "Treasure Top" Sweepstakes and Contests even more fun. Look for them! Collect them!

Soak and flip out

Soak Pepsi-Cola bottle tops in moderately hot water until cork lining softens. Then cork can be removed from top with pen knife or kitchen-knife.

Everybody Can Get a TREASURE Pouch

This big 7-inch Treasure Pouch is made of heavy cloth, with a zipper at the top; has back loops so that it may be worn on a belt. It's handsome, it's handy, it's practical, it's a safe place to keep your "Treasure Tops". To get your Treasure Pouch, just send 25¢ in coin to Pepsi-Cola Treasure Pouch, P. O. Box 19, New York 8, N. Y.



Facts about Pepsi-Cola to help you win!

TASTE—Your own taste tells you that flavor comes first with good good Pepsi. It's the swell-tasting drink that "hits the spot."

QUALITY—Finest of ingredients, utmost care and skill in blending and bottling, make Pepsi-Cola tops for quality.

SIZE—Every big bottle holds 12 full ounces of pleasant drinking. That means Pepsi goes farther—makes entertaining more economical.

VALUE—Bigger, better Pepsi-Cola sets the pace for value. Compare Pepsi by any standard you choose . . . for quality, size or taste. It's your best buy.



ENTER HERE AND NOW!!!

**PEPSI-COLA "TREASURE TOP" CONTESTS,
P. O. BOX 41, NEW YORK 8, N. Y.**

NAME _____
ADDRESS _____
(PLEASE PRINT)
NAME OF HEAD OF FAMILY _____

PEPSI-COLA HITS THE SPOT BECAUSE
(25 ADDITIONAL WORDS OR LESS)

I have, so far, collected and am holding "Treasure Tops" with a total of _____ different designs, not including the one enclosed herewith. I have received assistance and advice in preparation of my entry from the following dealer:

DEALER'S NAME _____
(Your dealer may win a special prize if he has assisted you.)
and
ADDRESS _____
(Be sure to enclose one "Treasure Top" with this entry.)

(Not necessary to use this blank. Use any sheet of paper but be sure your entry is complete in every detail.)

These contests are subject to all state and local laws and regulations.

★ HERE ARE THE OFFICIAL CONTEST RULES ★

1. On your entry blank or a sheet of paper, complete this statement in 25 words or less—"Pepsi-Cola hits the spot because . . .". Then write down your own name and address, the name of the head of your family, the name and address of the Pepsi-Cola dealer who helped you, and the total number of different designs on Pepsi-Cola "Treasure Tops" you have collected. Then mail your entry, together with one Pepsi-Cola "Treasure Top" with cork removed to show hidden design, to:

Pepsi-Cola, "Treasure Top" Contests,
P. O. Box 41
New York 8, N. Y.

Entries with insufficient postage will not be accepted.

2. The number of different designs you have collected will not be a factor in the awarding of the prizes. However, when you win a monthly prize, you must be able to show your total collection of different designs reported in the winning entry. Also, it's fun to collect and swap "Treasure Tops". Do not send your collection of "Treasure Tops" with your entry. Send in only one top with each entry.

3. You may enter these contests as many times each month as you wish, but no entry post-marked after June 30, 1948 will be accepted. Each time you enter, whether you win a cash prize or not, we will mail you a Treasure Certificate good for 100 points toward the \$37,000.00 Family Sweepstakes Prizes. If you win any one of the monthly prizes, you will receive 100 additional Treasure Certificate points.

4. All entries received during each calendar month will be judged in that month's contest. Entries from each state (and from the District of Columbia) will be judged separately, and will compete for the monthly state prizes only with other entries from that state.

5. Monthly cash prizes as listed on the opposite page will be awarded on the basis of aptness, originality and interest of the statements submitted (see Rule 1). Each month's national prizes will be awarded to the three best entries of the 49 state first-prize winners in each monthly contest. All entries will be judged by the impartial judging staff of The Reuben H. Donnelley Corporation, an independent, nationally-known contest judging organization. Decisions of the judges will be final.

6. All entries must be prepared by the contestant. Elaborate or fancy entries will not count extra. All entries and statements become the property of the Pepsi-Cola Company and none will be returned. In case of ties, the prize tied for will be awarded to each tied contestant, except for the sweepstakes prizes, procedure for which is listed under Rule 8.

7. Only contestants living within the 48 states or the District of Columbia will be eligible. Anyone may enter these contests except the employees of the Pepsi-Cola Company, Pepsi-Cola bottling companies or their advertising agencies. Members of the families of these employees are also excluded.

8. HUGE NATIONAL SWEEPSTAKES PRIZES WILL BE AWARDED AS FOLLOWS:

(a) Each Treasure Certificate received by you or members of your family (see Rule 3) counts 100 Sweepstakes Points for your family. *Save them!* (For the purpose of this contest, a "family" shall be considered as only persons related by blood, marriage or adoption living in the same household under one family head.)

(b) The 100 families, plus families tying with any of them, who have received the greatest number of Sweepstakes Points in the competition, qualify for the Sweepstakes Finals. Each family thus qualifying must be prepared to show the total number of Treasure Certificates received by the family and also to show the total number of "Treasure Top" designs reported in the family's entries (see Rule 1). Both the number of Treasure Certificates and the number of "Treasure Top" designs must agree with official contest records of the judging staff and these records will be considered final where any discrepancy occurs.

(c) The qualifying families will then be promptly notified and each family will be required to submit one statement of fifty words or less on the subject "How the Sales of Pepsi-Cola Can Be Increased". They must get the help of their Pepsi-Cola dealer in preparing this statement and must submit that dealer's name and address. The Sweepstakes Prizes will then be awarded by the impartial judging staff, mentioned in Rule 5, on the basis of aptness, originality and sincerity of the statements thus submitted.

What kind of sleeper are you?



Also available with luminous hands and hour dots.



We Pry Into Your sleep habits for one reason only: to learn what kind of "wake-up" suits you best.

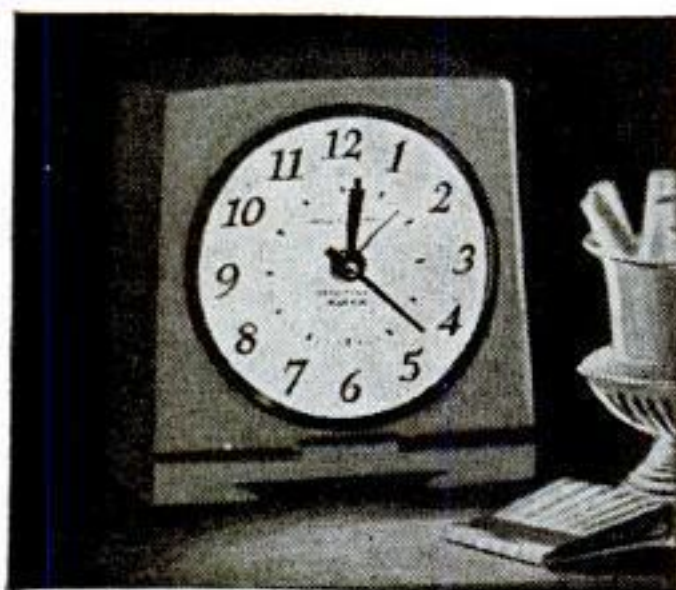
Happily (for you, for us!) the General Electric Alarm Clock shown here is made to order for any kind of sleeper! Why? Because of its most ingenious feature: "Select-A-Larm."

This feature gives each sleeper his own brand of volume control. If you're a light sleeper, set the alarm volume to "whisper." If an average sleeper, set it at "call." But if you really sleep, set the alarm volume to full pitch. Believe us, you—will arise!

Plus all these advantages

- No winding**—runs electrically.
- Quiet**—no distracting "ticktock."
- Dependable**—wakes you on time, every time.
- Accurate**—electrically checked by your power company to correspond with official Arlington time.

Presenting the Illuminated Alarm . . . MORNING STAR



Something new in the alarm clock field! The face is of gleaming, ivory plastic. Behind the face there is a light. A switch on the back of the clock turns this light on, as desired—or off!

When it's ON, hands and numbers stand out clearly—even in the dark. This handy clock also serves as a convenient night light. Swell idea, eh? General Electric Company, Bridgeport 2, Connecticut.

Why wind a clock today? Get a General Electric Clock and forget it!

GENERAL ELECTRIC

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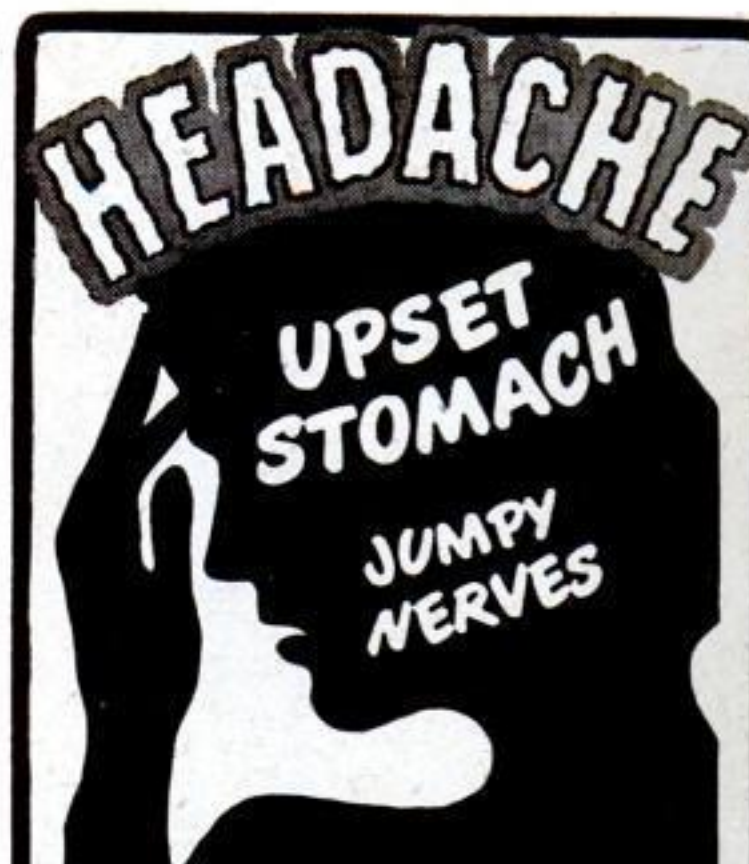
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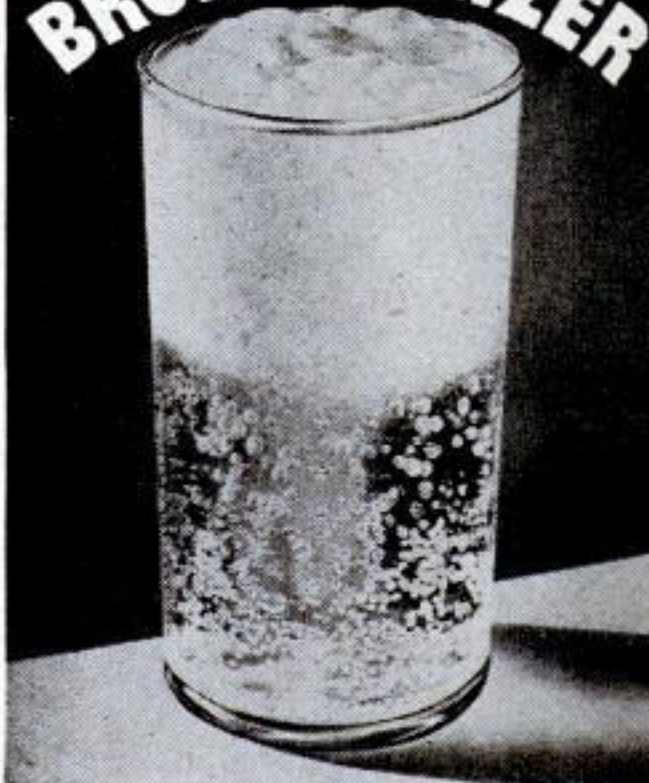
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TAKE FAMOUS
BROMO-SELTZER



RELIEF!



Three-way distress calls for three-
way relief. So when headache,
upset stomach and jumpy nerves
all hit at once, take Bromo-Seltzer.
It fights ordinary headaches three
ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

—all of which may team up to cause
trouble.

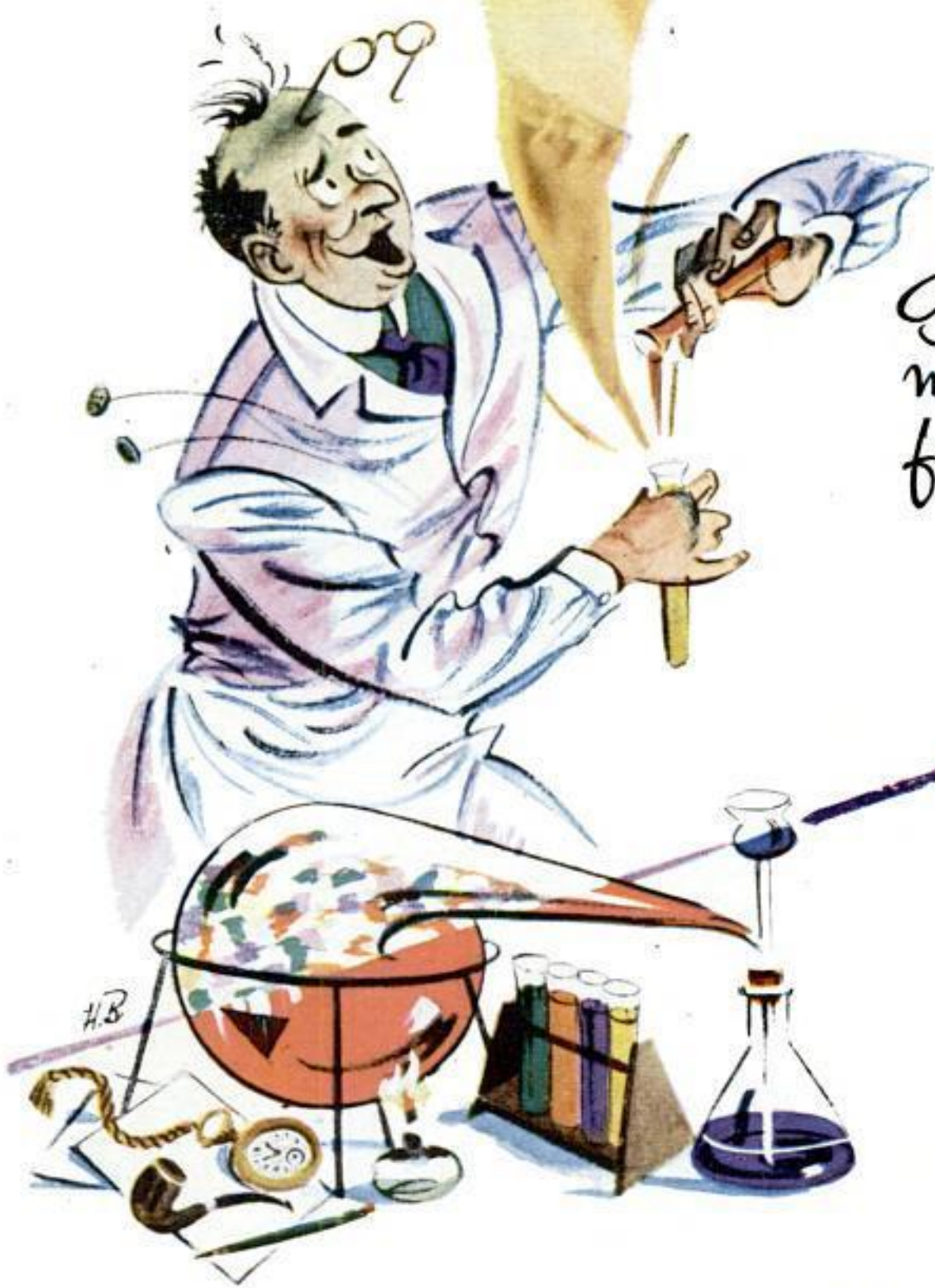
Simply put teaspoonful in a glass and
add water. Bromo-Seltzer efferves-
ces with split-second
action . . . ready to go to
work at once. Caution:
Use only as directed.

Get Bromo-Seltzer at
your drugstore fountain
or counter today. Com-
pounded in four con-
venient home sizes by
registered pharmacists.



For **FAST** headache help
BROMO-SELTZER
A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

Nashua—now brings you a really NEW kind of blanket



Guaranteed against
moth damage
for 5 years!*

Only a Nashua blanket
has all these advantages

- Money back if damaged by moths within 5 years*
- Featherlight . . . soft as down
- Wide range of gorgeous colors
- White that stays white
- Washable in mild suds
- Rich rayon-satin binding

And—warmer than many blankets
costing up to twice as much

Several million women, who were lucky enough to get these blankets before the war, sing their praises! Now with stepped-up peace-time production, Nashua can offer this new "wonder" blanket to you and the millions of other women who want all these advantages.

Years of prewar laboratory research went into the making of this Nashua Purrey† blanket. The result is a blanket so revolutionary it's actually been patented!** A unique combination of 88% rayon and 12% wool gives you lovelier colors—and more warmth than many blankets costing up to twice as much. Next time you buy a blanket make it a Nashua!

†Reg. U. S. Pat. Off.

**Patent No. 2,208,533



—at leading stores everywhere

Nashua ALSO MAKES BLANKETS OF COTTON AND MIXED FIBERS . . . NASHUA COMBED PERCALE SHEETS . . . NASHUA HEAVY-DUTY MUSLIN SHEETS . . . INDIAN HEAD COTTON

Easy as ordering dinner à la carte!

Order a wonderful dinner tonight—and a wonderfully easy one—right from your own pantry shelf! You'll find there an almost endless menu of delicious meals—when you've stocked up well with Armour 'Star' pantry-shelf meats from the Armour 'Star' Canned Meat Department of your favorite market! These fix-

easy meats will give you so many ideas for new and different dishes—and so many new twists to make old favorites seem new—at breakfast, lunch or dinner. And you'll not only be serving your family the "best-lookin' cookin' in town"—your meat bills will certainly look a whole lot better, too!



THEY'RE ALL ARMOUR 'STAR'

PANTRY-SHELF MEALS!



Hash Mounds

It's extra tender brisket of beef that makes Armour 'Star' Corned Beef Hash taste so good—particularly served this new way! Bake hash 30-40 minutes in well-oiled custard cups at 350° F. oven. Serve with egg-and-pickle sauce. Just add 1 tsp. Worcestershire Sauce, 1 tsp. dry mustard, 4 sliced hard-cooked Cloverbloom eggs and 8 chopped sweet pickles to 2 cups cream sauce.



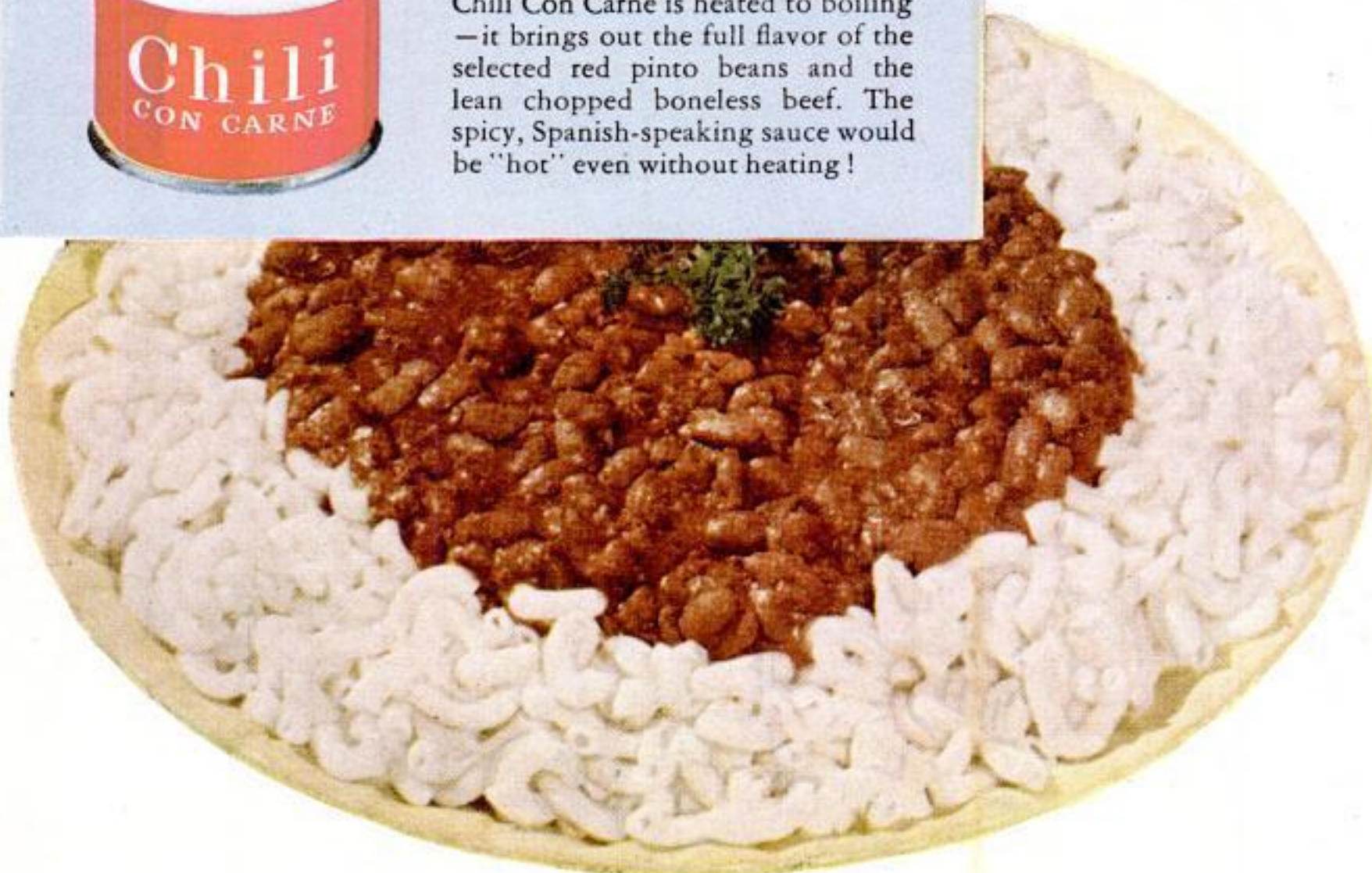
Vienna Sausage Casserole

Dramatize a creamed potato casserole with 1 cup of grated Cloverbloom American Cheese and the perkier little frankfurters you ever tasted—Armour 'Star' Vienna Sausages! They're two-bite size, all beef and pork—and miracle-workers at pepping up a casserole. Bake potatoes and cheese uncovered for 20 minutes in 350° F. oven before adding sausages for 10 minutes longer.



Chili-Mac

Play ring-around-the-chili tonight—a ring of elbow macaroni, cooked according to directions on the package. Be sure that the Armour 'Star' Chili Con Carne is heated to boiling—it brings out the full flavor of the selected red pinto beans and the lean chopped boneless beef. The spicy, Spanish-speaking sauce would be "hot" even without heating!



The best and nothing but the best is labeled Armour 'Star'

ARMOUR



For other new recipes for Pantry-Shelf Meals, write Marie Gifford, Dept. 202, P. O. Box 2053, Chicago 9, Illinois

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How we retired with \$200 a Month

We'd never be out here in California today, financially independent, if it hadn't been for what happened back in Scarsdale, the night of September 10, 1926. How do I remember the date? It was my fortieth birthday and Nell had gotten tickets for "Countess Maritza" to celebrate. While she was dressing that night I sat in the living room, looking through a magazine.

I suppose any man feels kind of serious when he hits forty. *Someday* we wanted, Nell and I, to really enjoy life. Move out where it was summer all year, in southern California. Grow flowers and soak up the sun. Have time for living. But how could we?

We hadn't saved much. And I realized that a half of my working years had gone. I had a good job and a fair salary. But we found it hard to bank anything. So I began to wonder—must I always live on a treadmill, like so many others?

As I turned the pages, an ad caught my eye and I started to read it. Oddly, the ad seemed meant for me. There *was*, it said, a way for a man to retire on an income—without ever being rich. It was called the Phoenix Mutual Retirement Income Plan. With it, I could arrange to get a guaranteed income of \$200 a month beginning when I reached 60. And it wasn't just an income for myself alone. The Plan actually provided an income as long as either Nell or I lived.

Just as I finished, Nell came rushing downstairs in a hurry as usual. But I stopped long enough to tear out the coupon at the bottom of the ad. I stuck it in an envelope and dropped it in the mail on our way to the show.

Well, that was back in 1926. A few years later, the stock market crashed and the depression came along. Then the war. Many times I was thankful that I had my Phoenix Mutual Plan.

Well, a while back my sixtieth birthday arrived—and was *that* a celebration! I was all set to retire. And it wasn't long before my first Phoenix Mutual check for \$200 came in. So we sold the Scarsdale house and headed for California.

We're in a beautiful spot here, just right for us. And every month, right on the dot, the postman hands us another check. Security? Why, we have more than lots of rich people. Our income is *guaranteed for life!*

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$100 to \$200 a month, or even more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Retirement Plans and how to qualify for them. Similar plans are available for women. Don't delay. Send for your copy now.

PHOENIX MUTUAL
Retirement Income Plan
GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
711 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, describing Retirement Income Plans for women.

Name _____
Date of Birth _____
Business Address _____
Home Address _____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
711 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.

Name _____
Date of Birth _____
Business Address _____
Home Address _____

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LIFE'S COVER

The undoubtedly unique experience of being catapulted from the first-violin section of a symphony orchestra to a Hollywood movie contract still baffles 25-year-old Marcia Van Dyke. Recently she asked a friend, "Why do the movies want me?" Some of the answers are shown on pages 57 to 60. While Miss Van Dyke's consuming interest remains classical music, she often finds time to go horseback riding in the nearby Calico Mountain country with her rancher cousin Dix Van Dyke. One night recently she turned up with him at the Owl Cafe in Yermo, fiddled some swing numbers for the ranch hands.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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ABBREVIATIONS: BOT., BOTTOM; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.H., GRAPHIC HOUSE; H. & E., HARRIS & EWING; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



POET MARK VAN DOREN, whose Dutch ancestors settled here about 250 years ago, was painted (left) pondering his first published poem, called *Spring Thunder*. Van Doren was "startled, amused and pleased," got the portrait free.

SPEAKING OF AN INGENIOUS ARTIST PAINTS

Although few of them can boast an oil by John Singleton Copley or Gilbert Stuart, many Americans like to adorn their homes with paintings of their forebears. For those who are bored with these unsmiling faces or have no ancestral portraits at all, an ingenious New York artist named Esta Cosgrave has provided a happy solution. Now, she advertises chastely, you can be your own ancestor. As these Cosgrave portraits show, you can choose your own antique dress and pick the artist in whose style you would like to appear.

This odd business was born four years ago when Mrs. Cosgrave, as a prank, painted a few friends as their ancestors. Now she paints six



SONGWRITER HAROLD ROME and his wife, both second-generation Americans, were painted in the manner of Copley. But the 18th Century spinet has 20th Century music on its rack—a Rome hit tune from *Pins and Needles*.



EGYPTOLOGIST JOHN D. COONEY had his portrait painted from the photograph above. Except for the pyramids, which he considers out of place, he likes it fine, complains mildly when friends "fail to see the humor of it."

PICTURES . . . CLIENTS AS OWN ANCESTORS

days a week but wisely no longer works for nothing. Unlike such early American artists as Stuart, Copley and Joseph Blackburn, whose styles she faithfully copies, Mrs. Cosgrave works backward—first painting a modern likeness, then dating the picture with period costumes and backgrounds. But exactly like Copley, her prices vary according to the amount of background, size of canvas and how much of the subject's anatomy appears in the picture. Sample fees: head and shoulders, \$350; head, torso, hands and one animal, \$400 to \$500; double portraits (*lower left*), \$500 to \$750. Today Mrs. Cosgrave's chief worry is that, in 100 years or so, someone may palm off a Cosgrave as a Copley.



ART DEALER HARRY SHAW NEWMAN, who first exhibited Mrs. Cosgrave's work, was painted in the stiff 19th Century manner of Thomas Hicks. An old Currier & Ives poster and Newman's favorite print hang in background.





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SPEAKING OF PICTURES

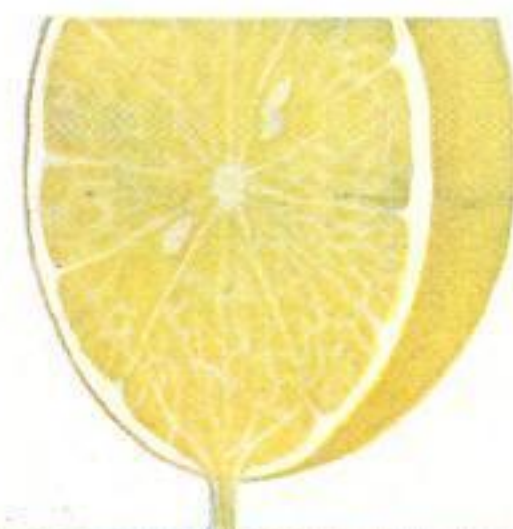
CONTINUED



FAMILY PORTRAITS (above) of the artist and her illustrator husband still vastly amuse the Cosgraves (below). Mrs. Cosgrave did her husband from memory "because he wouldn't sit still." The self-portrait was done with mirrors.



For That GLOW OF HEALTH



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THIS PAGE IS YELLOW—so you will again ask yourself, "Why can't I get margarine ready-colored yellow the way I want it?" In fact, this yellow color is to remind you that horse-and-buggy legislation dating back to 1886, through heavy taxation and license fees, restricts the sale of margarine colored by the manufacturer. No other important American food is so penalized and discriminated against.



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don't waste a precious crumb.*

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JUST BEYOND A SMASHED WINDOW IN PARTIALLY GUTTED TEL AVIV, A PAIR OF HAGANAH SOLDIERS CLOSES IN SILENTLY ON ARAB SNIPERS INFESTING THE AREA

WARFARE SPREADS IN THE HOLY LAND

Throughout Palestine last week people lived in terror as Arab riflemen ranged the narrow streets and lonely highways and Haganah (Jewish Defense Force) retaliated with bombings and more gunfire (*above*). From the bordering nations of Syria and Lebanon an Arab military force of 600 to 1,000 men swarmed into Palestine and besieged two settlements. They were driven out by British troops who used aircraft and artillery. Despite the fact that the U.N. had authorized partition of Palestine and establishment of a Jewish state, it was

bitterly clear that the Jewish dream of a peaceful national home was still far from fulfillment.

Although both the U.S. and Soviet Russia supported the U.N. partition plan, the Moslem world was against it (*pp. 28-29*). The former Grand Mufti of Jerusalem and other Moslem leaders fanned traditional Islamic fanaticism and called for a holy war, to reach its full fury when the U.N. plan becomes effective sometime this spring and the British withdraw. Until then neither Arab nor Jewish armed forces had any legal standing, although Ha-

ganah troops—who have been designated as the future army of the Jewish state—aided the British in repelling last week's invasion.

While the Jews moved to expand the Haganah, as shown by the exclusive pictures by LIFE Photographer Dmitri Kessel on pages 24-27, the U.N. Palestine Commission reconvened at Lake Success. The British were understandably eager to get out of Palestine. Unless the U.N. could enforce its partition plan, the Jewish state and even U.N. itself might be seared by the flames of a holy war.



AT A SECRET TRAINING CENTER NEWLY RECRUITED MEMBERS OF THE JEWISH HAGANAH ARMY CARRY ILLEGAL RIFLES AS THEY GO INTO THE COUNTRY FOR INTENSIVE

AS THE ARABS FIGHT FROM AMBUSH THE JEWS TRAIN A REGULAR ARMY

The fighting in Palestine today is largely being done with rifles and dynamite rather than tanks, aircraft and artillery. Only the British have used these heavy weapons. The Arabs, organized in small bands, fight a sniper's war in the cities and a guerrilla war in the countryside. They claim a nucleus of 24,000 armed men who eventually will be coordinated for the "liberation" of Palestine. In most cases British troops have confined their activities to disarming both



VIOLENCE IN JERUSALEM is touched off at Damascus Gate, Arab entrance to old city. When a Jewish

taxi drove through gate into Arab mob, someone threw a bomb and crowd burned the taxi. Fifteen were killed.



TNT FOR PALESTINE, intercepted in Jersey City, is towed out to sea in a barge. The U.S. now has banned the



DRILLS. THE ARMY IS BEING EXPANDED AS A MODERN FIGHTING FORCE, AND RECRUITS, WHO ARE TRAINED BY VETERANS OF WORLD WAR II, LIVE UNDER STRICT DISCIPLINE

Arabs and members of the Jewish Haganah army. This has not prevented the two groups from fighting each other. Haganah troopers ride with truck convoys and engage in sniping duels in the cities. Haganah dynamiters recently blew up the Arab-held Hotel Semiramis in Jerusalem (*below, right*).

But Haganah is concentrating its greatest energies on training for future operations. Some 30,000 Jewish veterans of World War II are helping drill a

growing modern army (*above*). Jews between 17 and 25, of both sexes, are being mobilized for military service. Jewish factories are producing guns and ammunition, and there is some undercover support from the U.S. (*below, center*). The Arab resistance also is serving to unite Jewish fighting groups. Last week there were reports that the extremist Irgun Zvai Leumi, which was blamed for the Damascus Gate tragedy (*below, left*), may soon be allied with Haganah.



purchase of surplus explosives for shipment. Total of 178 tons was seized in New York area in last fortnight.



DYNAMITED HOTEL, Semiramis in Jerusalem, was blasted by Haganah, which charged Arabs were using it

for military purposes. British officially denounced the dynamiting as "dastardly . . . murder of innocent people."



FARMER BOYS AND GIRLS of Palestine relax during evening in a guardroom between watches. These resi-

dents of Revivim maintain own lookout against Arabs, have telescope mounted in tower above the guardroom.

Palestine CONTINUED

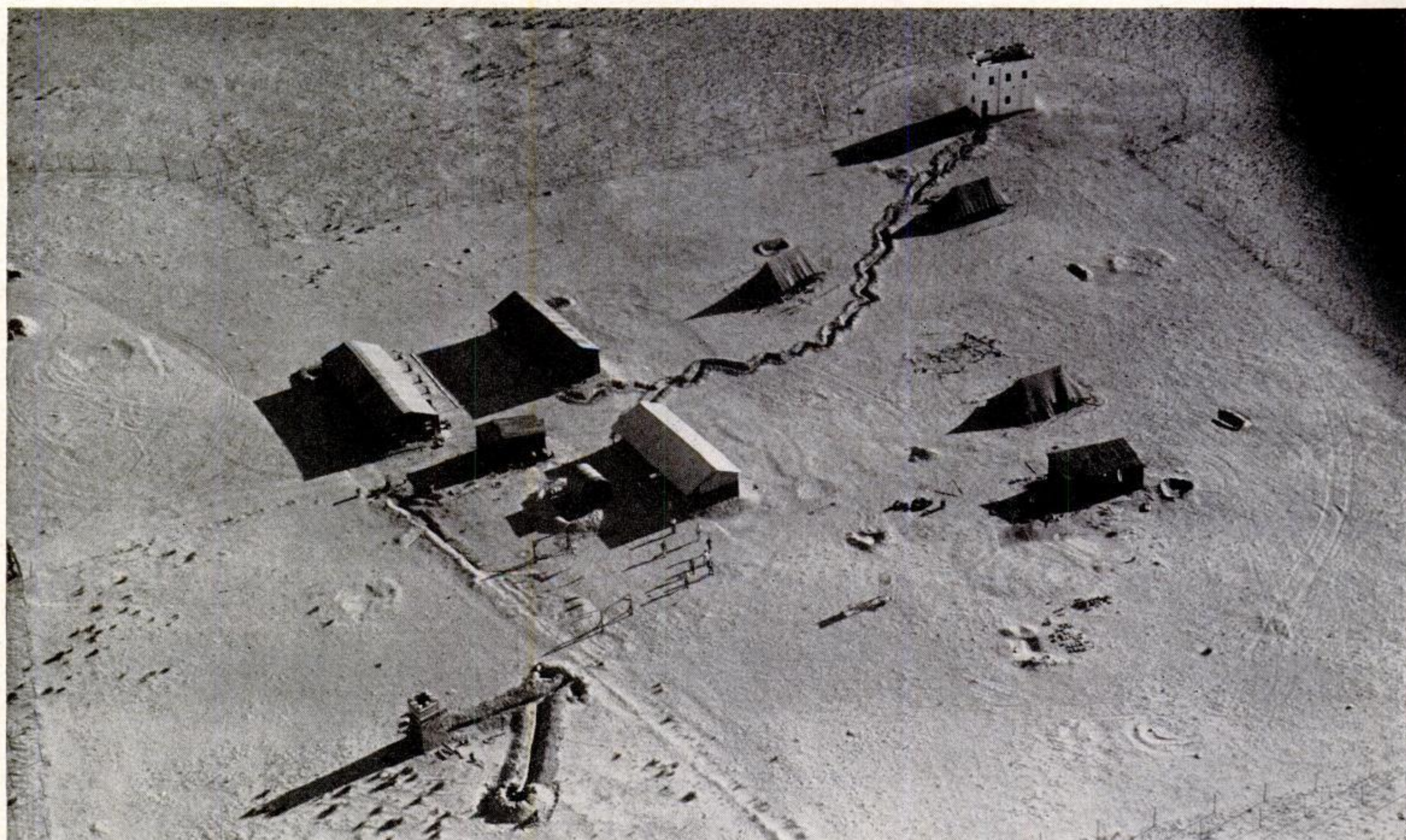


SNIPERPROOF BUS, coated with armor, carries passengers on dangerous run between Jerusalem and Tel Aviv.

JEWS LIVE IN A WORLD RINGED BY TRENCHES

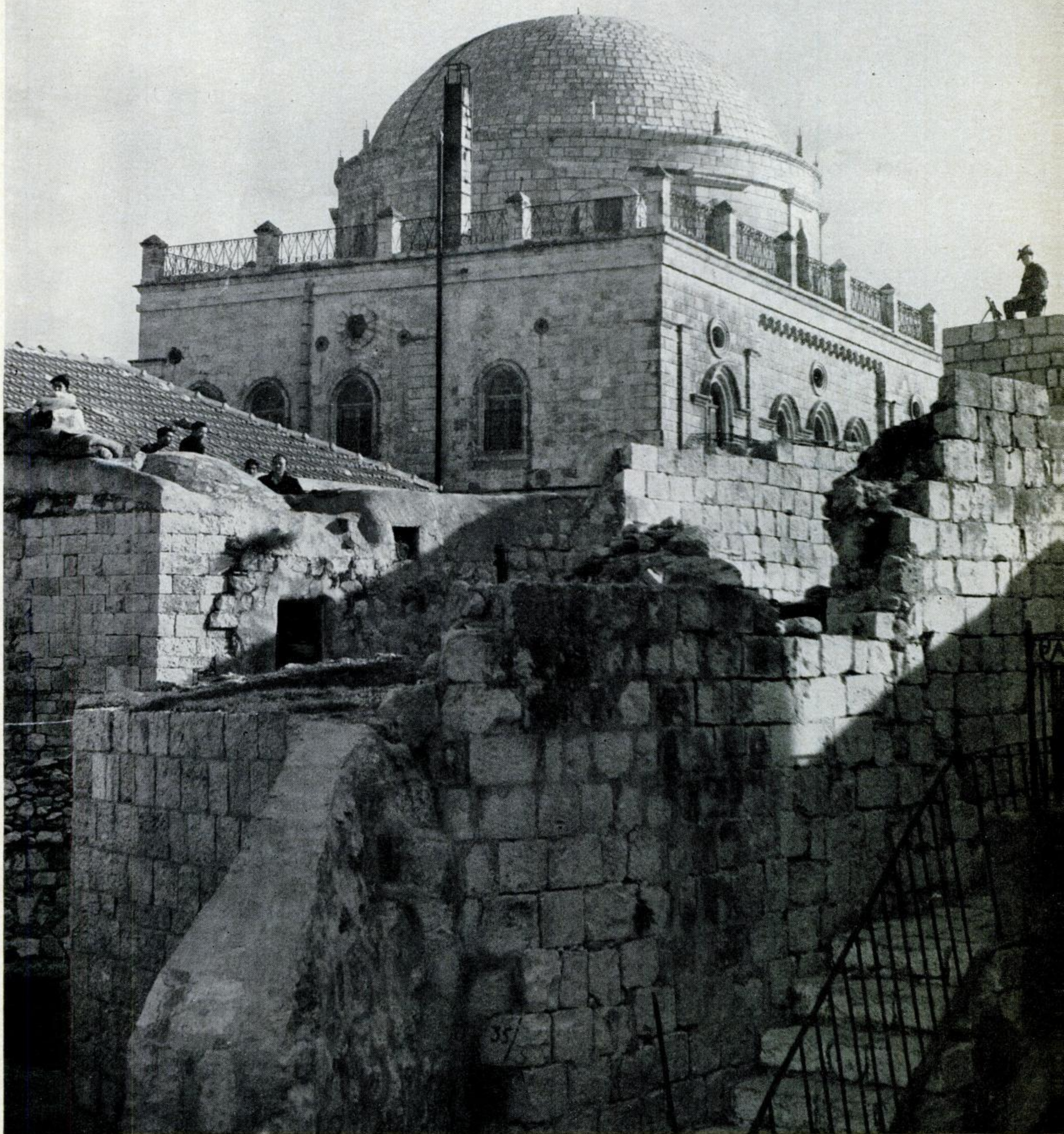
The terror in Palestine has not destroyed Jewish morale or Jewish determination. Although only armored cars are safe on most of the roads (*above*) and life is tense in the great cities (*opposite*), the Jewish immigrants are confident of eventual victory and peace. They are all ready to fight if their new nation calls them.

They have surrounded desert outposts like Hatzetim (*below*) with trenches and barbed wire, and in agricultural settlements like Revivim the young Jewish farm families (*left*) gather in the guardroom of the watchtower to sing militant Palestinian folk songs and ballads. Jewish Settlement Police guard the farmers while they till the soil, and the whole community takes turns manning the watchtower.



DESERT OUTPOST of Hatzetim is located near the Egyptian border. Barbed wire has been strung around the small cluster of buildings to make a defensive enclosure and

is supplemented by slit trenches. Gun emplacements are maintained inside the barbed-wire square and in the big blockhouse (*top right*) which dominates the encampment.



TWO OBSERVATION POSTS, one British (*right*) and one Haganah, are shown in old Jewish section of Jerusalem. The British Highlander is keeping a watchful eye

on the Jews below him, who in turn are keeping a watchful eye out for Arab snipers. To avoid arrest the Haganah members hide their rifles under tiled roof behind them.



GLUBB PASHA is the British leader of Transjordan's Arab Legion, Arabs' only well-trained Middle East army.



KING ABDULLAH now runs the former mandate of Transjordan, bordering Palestine. He hates Ibn Saud.



IBN SAUD of Saudi Arabia is rival of Egypt's Farouk for Moslem leadership. He likes the U.S. and oil profits.



GRAND MUFTI is most violent opponent of Jews. He fled Jerusalem and visited Nazis during World War II.



ARAB VOLUNTEERS for war against Jews have little formal military training but are excellent shots and are

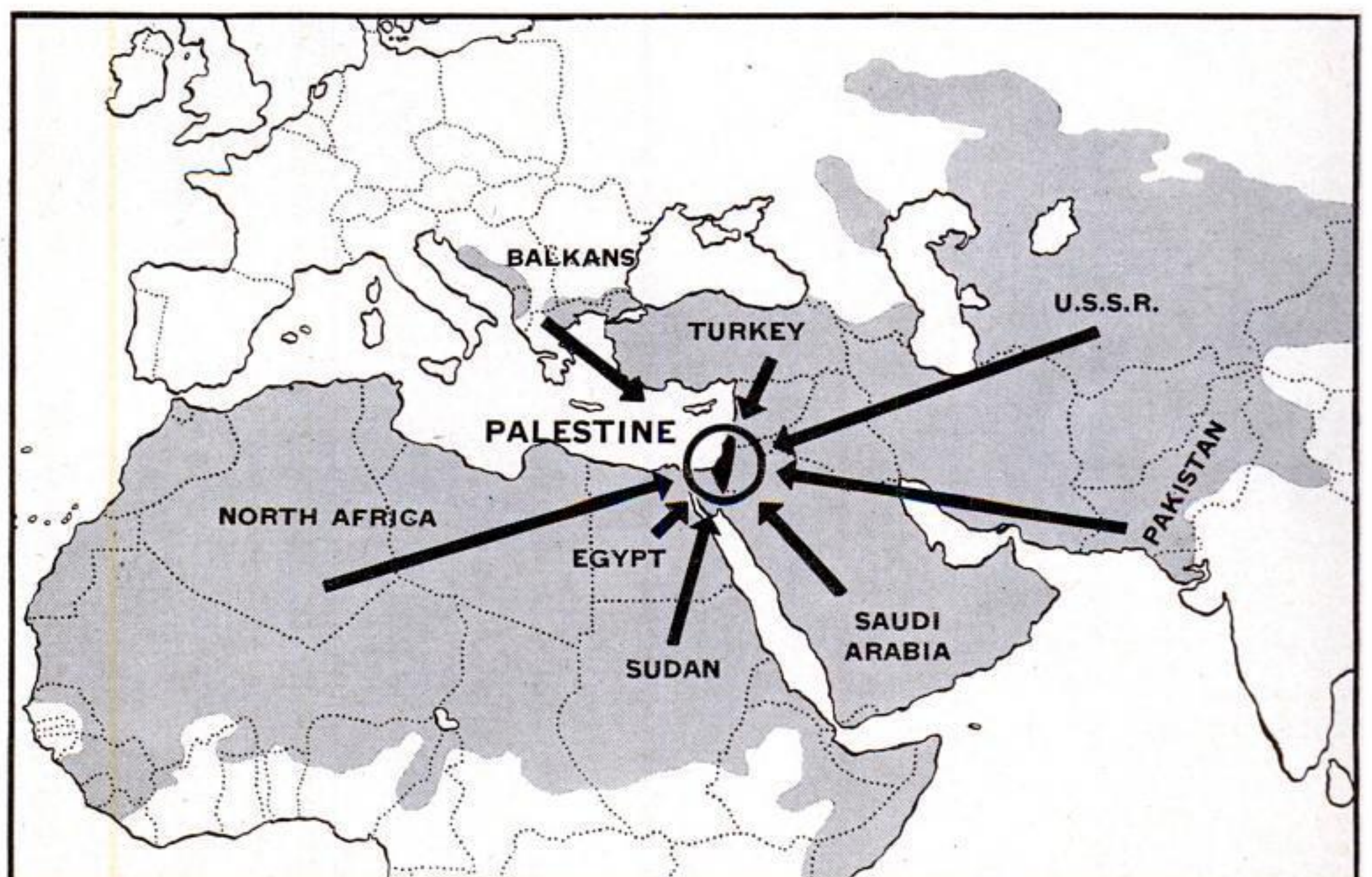
adept at sniping and ambush. Those shown above with their rifles are in training in Arab area north of Jerusalem.

SOME ARAB LEADERS PLAN WAR IN THE SPRING

The 650,000 embattled Jews in Palestine are surrounded (map below) by roughly 100 million Moslems, of whom three million are Moslem Arabs in neighboring states led by such men as those shown at left. These Arabs are still divided by jealousies and ancient blood feuds. But on two things they agree: 1) the Moslem religion is the one true faith; 2) any Jewish state in their midst must be destroyed.

To destroy that state the Arab elders at El Azhar University in Cairo (opposite page) have called for

a holy war. Political leaders such as the embittered Grand Mufti (left) have also called for volunteer fighters (above). The potential fighting force could number millions but probably will not exceed 50,000. Saudi Arabia's army of some 15,000 and Transjordan's 24,000-man Arab Legion, among others, presumably would not be used—unless the Jews begin to win. But win or lose, Palestinian Arab leaders have indicated that a full-scale war—at the time the British withdraw—may be launched this spring.



ARAB COUNTRIES fringing Palestine are most immediately concerned with current fighting. But as the map

indicates, a holy war could draw in millions of others in the Moslem areas ranging from North Africa to Pakistan.

ACTING RECTOR OF CAIRO'S MOSLEM UNIVERSITY
WHICH DEMANDED A HOLY WAR AGAINST THE JEWS
HAS PORTRAIT OF EGYPT'S KING ABOVE HIS DESK



TAXES AND POLITICS

EVEN IN AN ELECTION YEAR, LET'S BE CLEAR ON WHAT TAXES WILL PRODUCE WHAT RESULTS

In his State of the Union message to Congress last week, President Truman gave a foretaste of what American democracy is up against in trying to make sound policy decisions in an election year.

Most of the message was a rousing statement of national goals for the next decade: goals vaguer and rosier than they might have been if Henry Wallace had not started stirring up the vague-and-rosy vote, but nevertheless good goals.

But when he got down to a specific legislative proposal for 1948—his so-called tax cut—well, really! That was election-year politics of a far less savory kind. Indeed Congress ignored the proposal on that account. So it's deadlier than a mackerel and would not be worth discussing except for one thing: taxes are the most difficult subject a democracy has to legislate about, and the President obfuscated the subject. His work needs undoing.

From Cleveland to Dodger

The President offered every income taxpayer a new exemption of \$40 for himself and another \$40 for each dependent, thus cutting about 10 million people off the income-tax rolls entirely and reducing federal income by more than \$3 billion. He would make up this loss by increasing the tax on corporation income from the present 38% to about 50%. This is a disturbing proposal for two reasons. First, it puts the whole tax question irretrievably into election politics and makes some kind of 1948 tax cut a practical certainty whether economic conditions justify it or not. Second, it revives the demagog's myth that corporations are, or can be made to be, taxpayers. Corporations don't pay taxes; they collect them.

As to putting taxes into politics, it is true that the Republicans started it. Under the hammer-headed leadership of Representative Knutson, the Republicans passed a tax cut twice last year, partly from conviction but also for votes. Truman vetoed it both times. His veto messages look pretty farsighted now from the standpoint of national fiscal policy. The downturn in business, which the Republicans claimed could only be forestalled by a tax cut, just hasn't happened; and until it does happen it is only common sense for the federal government to collect all the taxes it can and pay off the public debt with the proceeds. So in vetoing the Republicans' premature tax cuts, Truman was taking an unpopular stand for the sake of a sound currency, and for a while there he almost seemed to be wearing the mantle of Grover Cleveland.

Not any more. Since last week he looks more like the Artful Dodger wearing a department-store Santa Claus beard.

The President pretends that because he would offset his tax cut by a tax increase it would not contribute to inflation. That is nonsense. His scheme would put additional spending power right where it could play hob most quickly with our most volatile prices, especially food. As for his increased corporation tax, it would remove the same amount of dollars from the source that can most easily replace them by the simple expedient of raising prices. Result: more inflation, not less. Surely the Presi-

dent knows this. So all he really succeeded in doing was to lower the tone of 1948 tax debate. In addition he class-angled it, assuring maximum acrimony.

The Republican bills of last year, for all their untimeliness, at least had the negative merit of being straight tax relief. They were cuts across the board, slightly biased in favor of the lowest incomes but based on the general assumption that tax reform (i.e. the redistribution of the total burden) is a major legislative task to be taken up later on. Truman's proposal is not just tax relief but a change in the tax structure, raising a major question of tax philosophy—namely, what kind of economy are we aiming for over the long term? Truman's plan didn't answer this question, being just a demagogic trick to make us think we could get something for nothing. But since such tricks cast long shadows, and since the power to tax is the power to destroy, we had best think about the long-term question now.

The Corporate-Tax Farmer

For our part the kind of economy we want is an expanding one, with private capital taking the risks. Our tax policy should permit the greatest activity, new investment and change of which private industry is capable. The Committee for Economic Development, which also wants this kind of economy, recently proposed a tax program appropriate to it.

The graduated personal income tax is at present the backbone of our tax system, producing about half the federal revenue. According to CED it should remain so, though needing reforms for equity's sake. Besides being productive and flexible, the personal income tax is the most democratic kind because it is the least hidden. In this respect it is in strong contrast with the two next biggest tax sources, corporate income and excise taxes, both of which are "painless" to the voter only because he is fooled by them.

You probably know that you pay a big excise tax on liquor, tobacco and gasoline. But did you know that you also pay an excise tax on all freight transportation? The railroads collect it, but you pay it in the form of a higher price for every shipped article you buy. The corporation income tax is of the same indirect kind. This is a very convenient method of raising money, but if there were no such tax the money would remain with individuals to invest or spend, in the form of dividends, lower prices or higher wages. In pure tax theory there is virtually no justification for a corporate income tax. It is really a modern version of the Roman Empire's tax-farming. And as a practical matter also the corporate income tax is already too high for two reasons.

First, at present rates it involves serious double taxation, since the recipient of the dividend must pay a personal income tax on the same income on which the corporation has already paid a tax of 38%. This makes common stocks a less attractive investment than they should be in comparison with bonds, and so channels our savings into the least venture-some kind of investments, whereas venture capital is the kind we most need. Second, corporations are the source of new jobs and new

wealth in America, and it is primarily the prospect of profits *after taxes* that keeps their managers working at this indispensable chore. Soaking corporations is not the same thing as "soaking the rich." It is only after the corporations have made profits that there are any rich to soak. If there is to be a soak-the-rich tax it should be aimed at the individuals who get the profits to spend, not the corporations that earn the profits from production.

All this seems elementary, but when the President of the U.S. can point to high profits and conclude that corporations can "afford" to pay more taxes, perhaps we all need to go back to school. Victimized the corporation is a step backward toward pre-Keynesian economic superstition. Any step toward tax reform should move the corporation income tax down, not up.

Fairness and the Goose

As to soaking the rich in general, it is also worth remembering that any tax has a point of diminishing returns. Thus a tax debate should be something more than a class struggle. For many years the prospect of moving into a confiscatory tax bracket has stopped more than one successful citizen from trying to better his income (and incidentally the nation's). To quote CED, "In a modern integrated economy the welfare of each of us depends upon the use made of the productive capacity of all of us. If marginal tax rates on coal miners were so high that they preferred to work only three days a week, we would all be much worse off. If taxes paid by most farmers were so high that they preferred to sit on the front porch, all of us, not merely the farmers, would suffer. Just so, we all lose if business managers and investors face tax rates so high that the urge to economic expansion with its attendant risks is weakened."

Economic expansion is not our problem as of January 1948. Until inflation is licked, we should all pay all the taxes possible, especially those taxes that mean reduced consumption. But when it comes to major tax reforms, we had best think what kind of taxes will least inhibit the long-term growth of new enterprises, new jobs, new profits. A democratic tax system—whether Democratic or Republican—should aim not only to distribute income more fairly but to keep the golden goose in business. Even in an election year.

PICTURE OF THE WEEK: ➔

When General Claire Chennault, 57, wartime hero of the Flying Tigers, and Anna Chan, 24, a Chinese reporter, were married in a Shanghai suburb on Dec. 21 (LIFE, Jan. 5), they found they could not go on a wedding trip because the general was too busy with his airline. So they had their honeymoon at home (opposite). They examined the presents (Chiang sent an old ivory carving) and spent their evenings playing the bridegroom's favorite indoor sport of flipping cards across the room into a bowl. The bride has found that Chennault still retains two holdovers from his grasswidowerhood: 1) Sunday mornings he goes pheasant-shooting with his dachshund Joe; 2) Joe still sleeps in the bedroom.



SETTLING DOWN FOR A HONEYMOON AT HOME,
GENERAL CHENNAULT BESTOWS A LONG KISS
ON THE LIPS OF HIS YOUNG CHINESE BRIDE



CANDIDATE HARRY TRUMAN greets congressional leaders, Arthur Vandenberg (top) and Joseph Martin, just after making his State of the Union speech to Congress.

THE PRESIDENTIAL YEAR IS OFF TO NOISY START

Truman opens campaign and gets quick answers



SECRETARY MARSHALL STATES HIS CASE

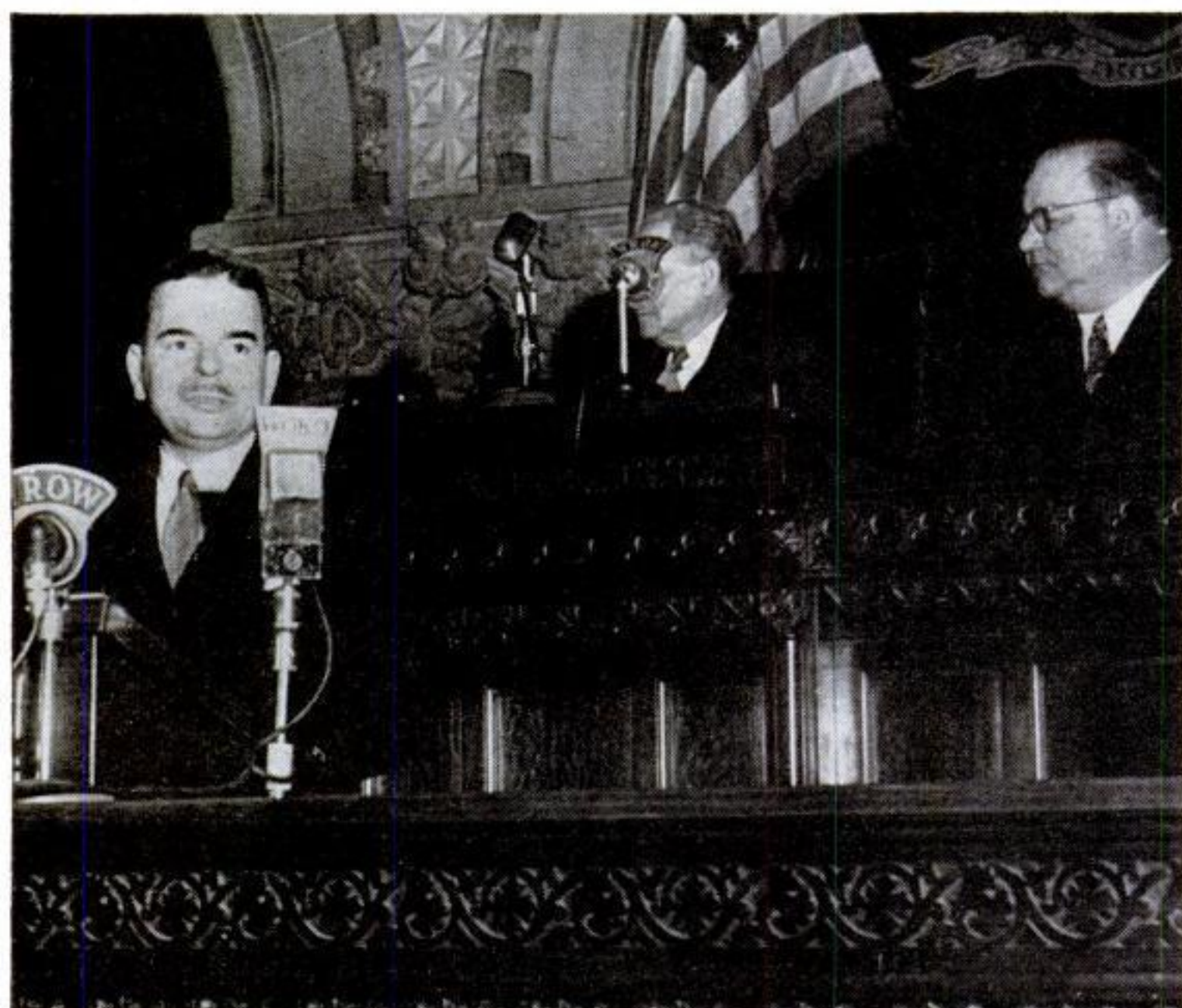
On Jan. 7 President Truman mounted the rostrum of the House of Representatives in Washington and stood before the 80th Congress like a maestro before a symphony orchestra. The world waited tensely to hear what political masterwork had been chosen to be played in the U.S. in 1948. There was a deferential pause, but what followed was as if Maestro Truman had whipped a kazoo out of his pants pocket. Those who had expected something better winced and then recalled what they should have borne in mind all along: 1948 is an election year.

The President's speech to Congress, for all its dry, solemn delivery, was a garden-variety political talk, especially with regard to taxes.

The President had hardly finished when similar campaign music was heard from the camps of his Republican rivals. Bob Taft delivered a radio address that was part bitter attack on the Administration, part campaign promises. Tom Dewey opened his own state legislature with his own local program, digressing to blast the Democrats too. Harold Stassen made more accusations that White House insiders were speculating in grain. And General Eisenhower was boomed by supporters who said they would enter his name in the March 9 primaries in New Hampshire.

Then above the din rose the voice of Secretary of State George Marshall. He had no election in mind. His only motive was his own solemn conviction that American aid to Europe must come in full strength, and soon. Marshall spoke with such obvious sincerity that both parties, for the moment at least, applauded him. Despite this it was apparent that his program would have tough going. Anything could happen—even to the Marshall Plan—in an election year.

TRUMAN'S REPUBLICAN RIVALS IN ACTION



CANDIDATE DEWEY begins his annual address to the New York state legislature in Albany. Dewey's charge against the Democrats: they are responsible for the inflation.



CANDIDATE TAFT, 32 hours after listening to Candidate Truman's speech before Congress, goes on the air to say that the program "adds up to national bankruptcy."



SECRETARY OF STATE MARSHALL steals the show from the President in Congress by getting much louder applause. Marshall tried to slip unobtrusively into a side

seat, but other Cabinet members got up, shook his hand and made him move to his seat by aisle. As Congress stood up and applauded (*above*), Marshall, blushing, took his seat.



CANDIDATE STASSEN (*left*), who charged that Candidate Truman's physician, General Wallace Graham, is a grain speculator, blinks as he passes Graham in a corridor.



CANDIDATE EISENHOWER is boomed at a rally in New Hampshire. Eisenhower, heretofore not an avowed office seeker, did not rush to rebuke the eager boomers.



BOY IN PAIN

**A doctor tries in vain to free
his finger from a fence picket**

On the clear, cold morning of Jan. 8, Joseph Gondola, 15, set off for school in Paterson, N.J., making his way slowly because the going was slippery. Besides he had worn braces on his left leg since his infantile paralysis in 1945. But Joseph heard the school bell ring and started to hurry. That was when he hit a patch of ice. He slipped and grabbed at a fence as he went down. It was not until a companion started to lift him to his feet that Joseph felt the sharp, hard pain. His hand

had come down upon an iron fence picket and the curved point had gone right through his finger. Joseph's friend ran for help. A doctor came, tried to free Joseph in vain. It was only a flesh wound, but the pain was agonizing (*above*). Finally after 45 minutes the picket was sawed off, Joseph was taken to the hospital and an operation removed the iron. At week's end Joseph found he would be able to use his hand again. But nothing had been done about removing the fence or the ice beside it.

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ONLY RCA VICTOR MAKES THE VICTROLA
"Victrola"—T. M. Reg. U. S. Pat. Off.



RCA Victor 66XI—Smooth, modern cabinet of walnut plastic *completely encloses* this powerful table radio. Standard and short-wave bands; hand-grip in cabinet top; spread-band dial; attachment for record player. Outstanding in style and performance, with the famous "Golden Throat" tone system.

RCA VICTOR  
DIVISION OF RADIO CORPORATION OF AMERICA



How to make warm friends (and vice versa)

EVEN IF YOU lived in an igloo, your friends would count you the most genial of hosts if you served them Four Roses Hot Toddies.

For there's nothing quite so satisfying and heart-warming as a Hot Toddy, especially when the mellow and distinctive flavor of Four Roses brings it to the peak of perfection.

Recipe for a matchless Hot Toddy

Put a piece of sugar in the bottom of a

glass and dissolve it with a little hot water. Add a twist of lemon peel (bruise it firmly), 4 cloves and, if you wish, a stick of cinnamon. Pour in a generous jigger of Four Roses, and fill the glass with steaming hot water.

• • •

Fine Blended Whiskey—90.5 proof. 40% straight whiskeys, 60% grain neutral spirits.

Frankfort Distillers Corporation, New York.

FOUR ROSES



AMERICA'S MOST FAMOUS BOUQUET

PEOPLE

IS STALIN REALLY SICK?

Russian Premier Joseph Stalin was last week reported: 1) suffering from cancer, 2) stricken with paralysis, 3) tanned and healthy from a recent vacation, 4) dead. A Swedish cancer specialist, Dr. Elis Berven, was recently summoned from Stockholm to Moscow by four Russian doctors to see an unidentified patient. On Jan. 6 the Brazilian ambassador to Russia returned to Rio de Janeiro to say that Stalin's right side was paralyzed, that

he walked on crutches, that he recently needed the help of two aides to climb the steps of Lenin's tomb. On Jan. 8 Swiss newspapers headlined stories, "Stalin Dead?", called the rumor of Stalin's death "the topic of the day in Moscow." Whatever the real state of Stalin's health, Americans recalled an official photograph (*below*) that made Marshal Stalin look pretty healthy for a man of 68. The Russians said it was taken four weeks ago.



SOVIET NEWSPICTURE PURPORTS TO SHOW STALIN DEC. 21 VOTING IN THE MUNICIPAL ELECTIONS WITH MOLOTOV. IN HIS OWN DISTRICT STALIN WON BY 100%



SMILING ROYALTY, Princess Margaret, King George and Queen Elizabeth, went to a party last



month given by the villagers near Windsor. Entertainers drew laughs from commoners and cracked

the grave visage of King George. First there was a shy smirk (*left*), then a beaming smile (*right*).



Exciting PRELL REMOVES DANDRUFF IN AS LITTLE AS 3 MINUTES!

LEAVES HAIR *Radiantly* CLEAN *Radiantly* SMOOTH

The "Prell Look"—that's what this new emerald-clear Radiant-Creme shampoo gives your hair! After Prell, hair is *glowingly radiant* and free from embarrassing dandruff—for Prell contains a marvelous patented cleansing ingredient. Doctors' examinations proved that Prell removes unsightly dandruff in as little as *three minutes*, and that regular Prell shampoos control such dandruff.

And it's *actually fun* to use Prell from that streamlined, handy tube . . . no fuss with messy jars or slippery bottles! Prell is concentrated for economy—a little goes a long way! Start the family using Prell today—they'll love it!



Here's What the Rileys Say About Prell

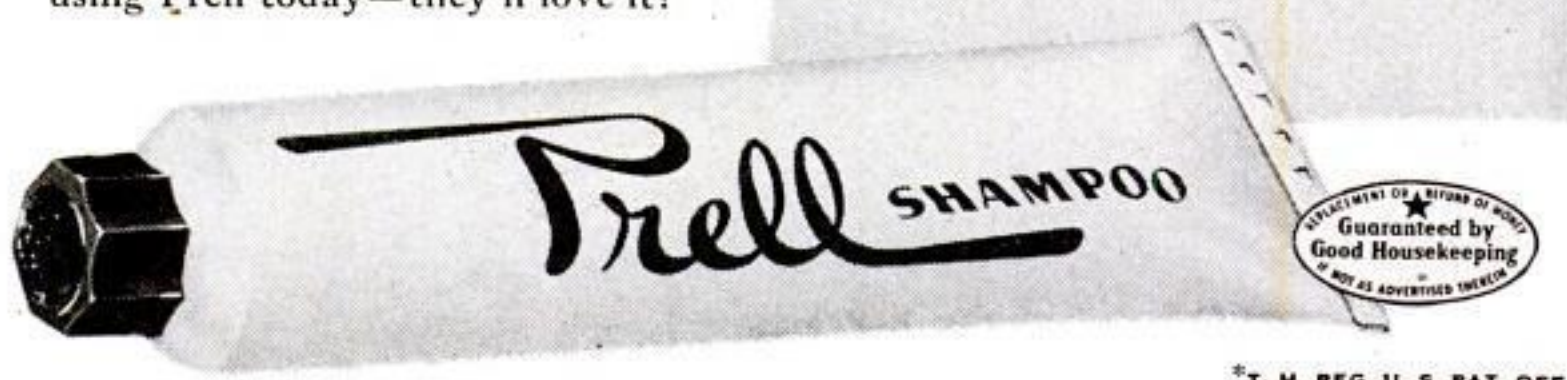
RILEY: Dandruff's a mess on your coat or your dress, So we Rileys shampoo with Prell.

MOM: And "Prell'd" hair shines so—it just seems to glow, And arranges so smoothly and well.

JUNIOR: No jar that will slip or bottle to drip—That Prell tube is sure on the beam.

BABS: It's so economical, the lather's astronomical—That's Prell, the new Radiant-Creme!

Enjoy "The Life of Riley" Saturday Nights—NBC



*T. M. REG. U. S. PAT. OFF.

PEOPLE CONTINUED



CAMPAIGNING GENERAL Charles de Gaulle is shown at St. Etienne, Jan. 4, where he suggested replacing unions with an association of employers and employees. His proposal, said critics, sounded like Mussolini's idea of the corporate state.



SHANGHAIED PRIVATE Alistair Nicholson (*left*) last week told the mysterious story of the career he had in the U.S. Army while still a British subject. It began, said Nicholson, on June 2, 1946 when he ordered a cup of coffee in a restaurant in Southampton, England. A U.S. officer sitting nearby overheard the order, grew suspicious. Did not all Britishers drink tea? Thinking Nicholson an American deserter, the officer had him arrested. Nicholson protested that he was a British seaman. After a

three-hour grilling Nicholson decided he had little to lose. "All right," he said, "I am an American and a member of the Army." Crowded the Army, "It's Leavenworth for you." Then came a problem. The Army could find no service record for Nicholson. Nicholson made one up. He was court-martialed, found guilty but given only a three-month sentence. In September 1946 he was shipped to the U.S. for discharge. When he left the service at Fort Sheridan, Ill. he collected \$1,257.31 back pay, mustering-out pay of \$300 and an honorable discharge which listed among his medals one for good conduct. At week's end Nicholson, who has received an additional \$920 unemployment insurance since his discharge, was asking to be deported to his native Scotland. The Army was frantically checking Nicholson's story with the files.



TRAVELING COLONEL Charles A. Lindbergh shies away from camera as he arrives at Tokyo's Haneda Airfield on Dec. 31. The purpose of his trip is to make an inspection of the facilities of the Pan American Airways System in the Far East.

CONTINUED ON PAGE 40



When Bill Raymond leaves home in the morning he never knows where or when he'll "wind up" at night. Bill is Sonotone's resident Consultant in Morristown, N. J. He sees all Sonotone users at least once a month—recent users much oftener. And every day new people call to find out about Sonotone.



"I wanted a job where I could help people." That's why Bill Raymond came to Sonotone 3 years ago. Now he has friends galore. One (above) owns busy Al's Diner. His Sonotone lets him meet people freely.



It's the happiest job in America—when you bring hearing to youngsters like Davey. One year ago Davey could barely understand or make himself understood. Now he's one of the best readers in his class!



Next stop—a happy family. Mr. S., supervising principal of schools, frequently plays duets with his son, Fred, Jr. Like many Sonotone users he thus continues his pleasure in music.



It takes good ears to farm—and on stormy nights, when fires might start, Frank B. wears his Sonotone to bed! Bill Raymond checks instruments, cords and batteries and makes suggestions for still better hearing.



Would you guess she wears a Sonotone? Next on Bill Raymond's list is the manager of a smart beauty parlor. (right) She converses so easily that few customers even know she owns a hearing aid!



Better Hearing Partners—Mrs. Raymond is also expert in Sonotone's audiometric and speech-hearing tests and careful fittings. Says she, "We're lucky to get home for supper—but it's fun to help people!"

BETTER HEARING STARTS OUT WITH THE MILKMAN

THIS DAY in the life of Bill Raymond, Sonotone Consultant, is a striking picture of the difference between owning a Sonotone and any other hearing aid. When you come to Sonotone for hearing, Sonotone takes over your worry. From then on it's Sonotone's responsibility to give you the fullest possible hearing aid help.

Right there's Bill Raymond's "milkman-to-midnight" job! He sees that you get the utmost help of this largest international hearing aid organization. Like 984 other highly trained Sonotone Consultants in over 300 U. S. cities, he is always working for you. He makes regular calls to see that "all's well" with your hearing. His permanent office is at the other end of your 'phone.

Bill Raymond works with confidence, for he knows that more people have been successfully fitted with Sonotones than with any other hearing aid. He knows that at Elmsford, N. Y., the world's greatest scientific laboratories, devoted exclusively to hearing aid research, are always at work for his users. They have produced the finest modern hearing instruments, with the most pleasant and effective hearing aid correction available today. In the past 15 years they have perfected the most complete program for hearing correction ever offered to the public—a program whose basic principles of careful fitting and continuing help are now confirmed by the vast research of the armed services.

Bill Raymond makes this program succeed through intelligent devotion. And here he is at the end of the day, studying the needs of the friends he'll see tomorrow.



Your Hearing Deserves the BEST!

You will be thrilled to see the newest addition to the Sonotone line . . . the rhodium-cased New Miniature Sonotone "900", with batteries inside. The most beautiful hearing aid ever made—light, tiny, easy to wear as a wristwatch! Yet it combines finer hearing quality, more power and economy than any previous miniature!

This wonderful new miniature, produced by the world's largest laboratories devoted exclusively to hearing aids, joins with the great Sonotone "700" and other famous Sonotones to give best possible hearing for every type of hearing loss.

More people have been fitted with Sonotone than any other hearing aid

SONOTONE, BOX 90, ELSMFORD, NEW YORK

Please send me, without charge or obligation, the new book "Freedom From Fear", which tells the full story of Sonotone's plan for better hearing, and the story of the New Miniature Sonotone "900".

NAME _____
ADDRESS _____
CITY _____ STATE _____

© 1948, Sonotone Corp.



★ REMEMBER "I MARRIED AN ANGEL"?

Who could forget! Zorina danced like an angel... her Pacquins-cherished hands an ode to enchantment! Soft, exquisite hands of cameo perfection. "Any follower of the Ballet knows how eloquent a part the hands play in expressing the mood," declares the fabulous Zorina. "So I... just as any other Ballet star... must keep my hands groomed for their roles. I groom with Pacquins!"



VERA ZORINA says...

"You cream your face to loveliness—
then CREAM your hands too"



CATHERINE HART, R. N., says: "Nurses and doctors scrub their hands 30 to 40 times a day. It takes a cream like Pacquins to protect our hands. And Pacquins was originally formulated for us."



PACQUINS hand cream is preferred
by the enchanting Ballerina, Zorina

★ And Pacquins is the hand cream preferred by more women than any other hand cream in the world!

But... try Pacquins and see for yourself! See if it doesn't smooth *your* hands into a creamy loveliness you have never matched with any other method. Try a 12-second massage with snowy-white, quick-vanishing Pacquins tonight... and tomorrow morning. You'll be enchanted! Never sticky or greasy, Pacquins will smooth your hands to a wonderful *new* beauty! It is *proved* protection against work and weather.

for "dream" hands — cream your hands

with
Pacquins
HAND CREAM

AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE.



Never
Sticky
or
Greasy!



MISS FRANCE, 20-year-old Yvonne Viseux, poses for photographers after winning a contest in Paris Dec. 29. Long-limbed Yvonne was formerly Miss Côte D'Azur (the Riviera).



MISS PARIS, Kay Trevil, arrives in U.S. Jan. 5 to marry a former American soldier, Ray Mack (left). She left France because "American men have more character than Frenchmen."

L.S./M.F.T.
Lucky Strike means Fine Tobacco



Lucky Strike *presents* **The Man Who Knows —**
The Tobacco Auctioneer

"I'VE SOLD more than 240 million pounds of tobacco, and at every auction I've attended, I've seen the makers of Lucky Strike buy fine quality tobacco . . . that fine, ripe-smokin' leaf that makes a smooth, mild smoke."

L. H. Purdom

L. H. Purdom, independent tobacco auctioneer of Springfield, Ky., has been a Lucky Strike smoker for 22 years



COPR., THE AMERICAN TOBACCO COMPANY

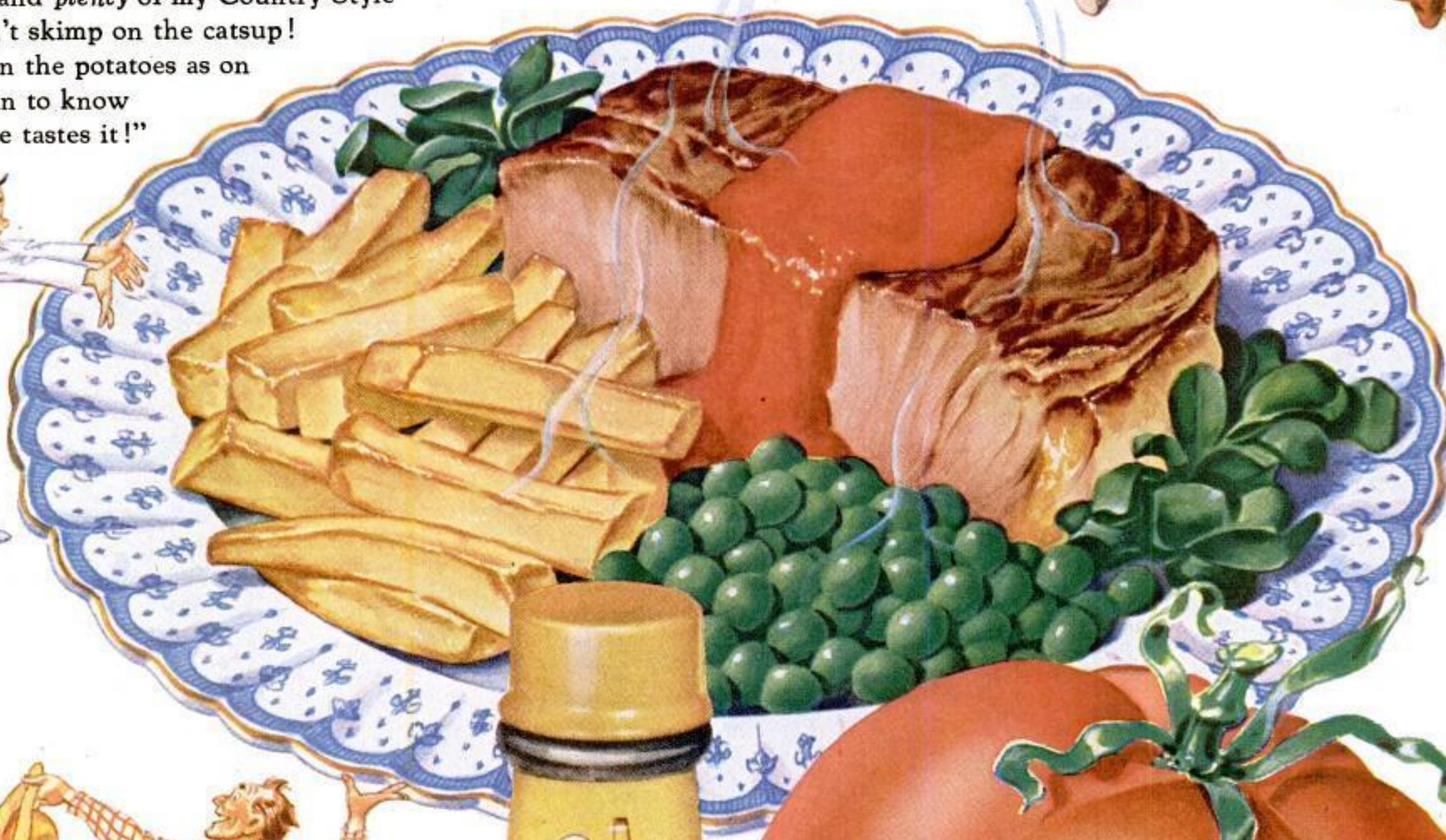
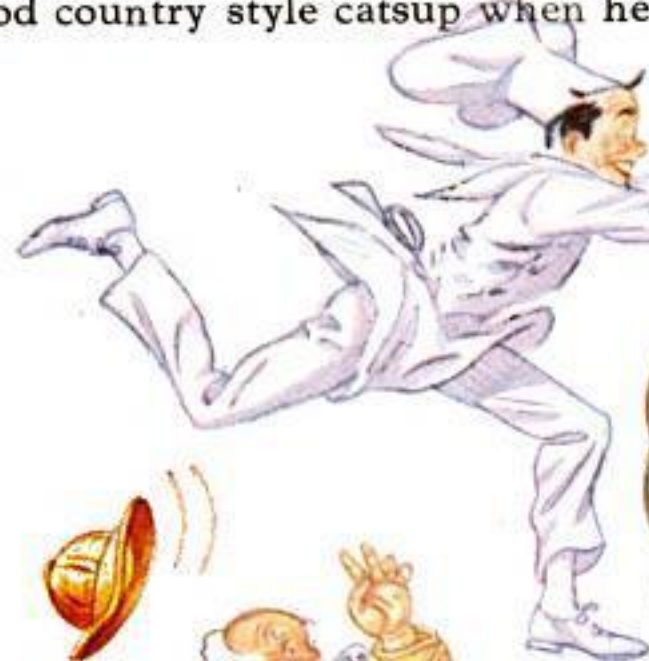
LUCKY STRIKE MEANS FINE TOBACCO

So round, so firm, so fully packed — so free and easy on the draw



Men love it! Thick juicy steak...

"Never met a man yet who didn't beam at the sight of a tender steak, with golden-brown fried potatoes and plenty of my Country Style Catsup," said Grandma. "But don't skimp on the catsup! That tangy flavor is just as good on the potatoes as on the steak. And you can trust a man to know good country style catsup when he tastes it!"



with plenty of Snider's Catsup...

It's really different. Not too sweet! Not too tart! With a wonderful homey flavor all its own. It even looks different. A wonderful true tomato red, and that smooth way of pouring. Never watery. Never blobby. Just right.



"Avast there, seafood lovers!" hails Old Salt Snider. "Snider's Cocktail Sauce is the zippiest sauce you ever served with fish!" It's the original seafood sauce—with that special Snider flavor. Try it—you'll do a hornpipe for joy!

"Had a hard time keeping that Chili Sauce recipe a secret!" Grandma used to say. Everyone wanted to know how she got such spicy, chunky goodness. And today, the Snider folks use the same secret recipe to make Snider's Chili Sauce—the real old fashioned kind!



made country style with Super Tomatoes!

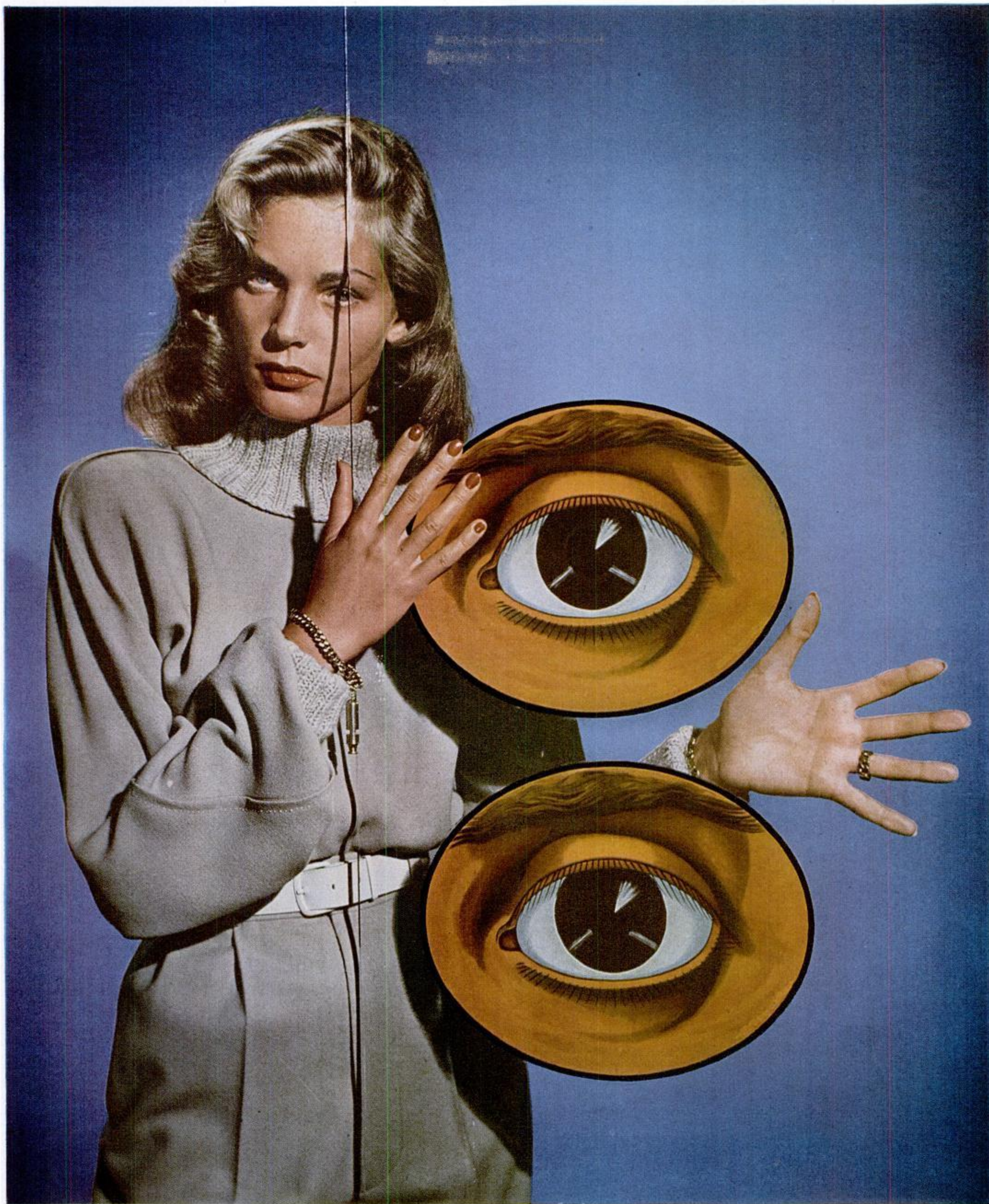
Yes—it's Super Catsup. Made from Super Tomatoes... Farmer Snider's pride and joy. And even now, when Snider's Catsup has grown so famous it's outgrown Grandma Snider's country kitchen, it still has that same country style flavor. Ask your grocer for a bottle today—and see!



Products of General Foods

... If the Snider Folks put it up — it tastes like home

Copyright 1948 by General Foods Corp.



Lauren Bacall

The catlike grace, tawny blond hair and blue-green eyes of Lauren Bacall were well photographed by Eliot Elisofon for LIFE's gallery of Hollywood beauties. In keeping with her nickname, "The Look," Miss Bacall is resting her pretty brow against a glass pane on which Elisofon pasted two big paper eyes obtained from an optometrist. The whistle dangling at






her wrist was included in the picture to commemorate her most famous line to Humphrey Bogart in the movie, *To Have and Have Not*, "If you want anything—just whistle." At present Miss Bacall is displaying her sexy look for Warner Bros. while making a new movie called *Key Largo*. She is costarred with Bogart, whom she whistled into marriage in 1945.

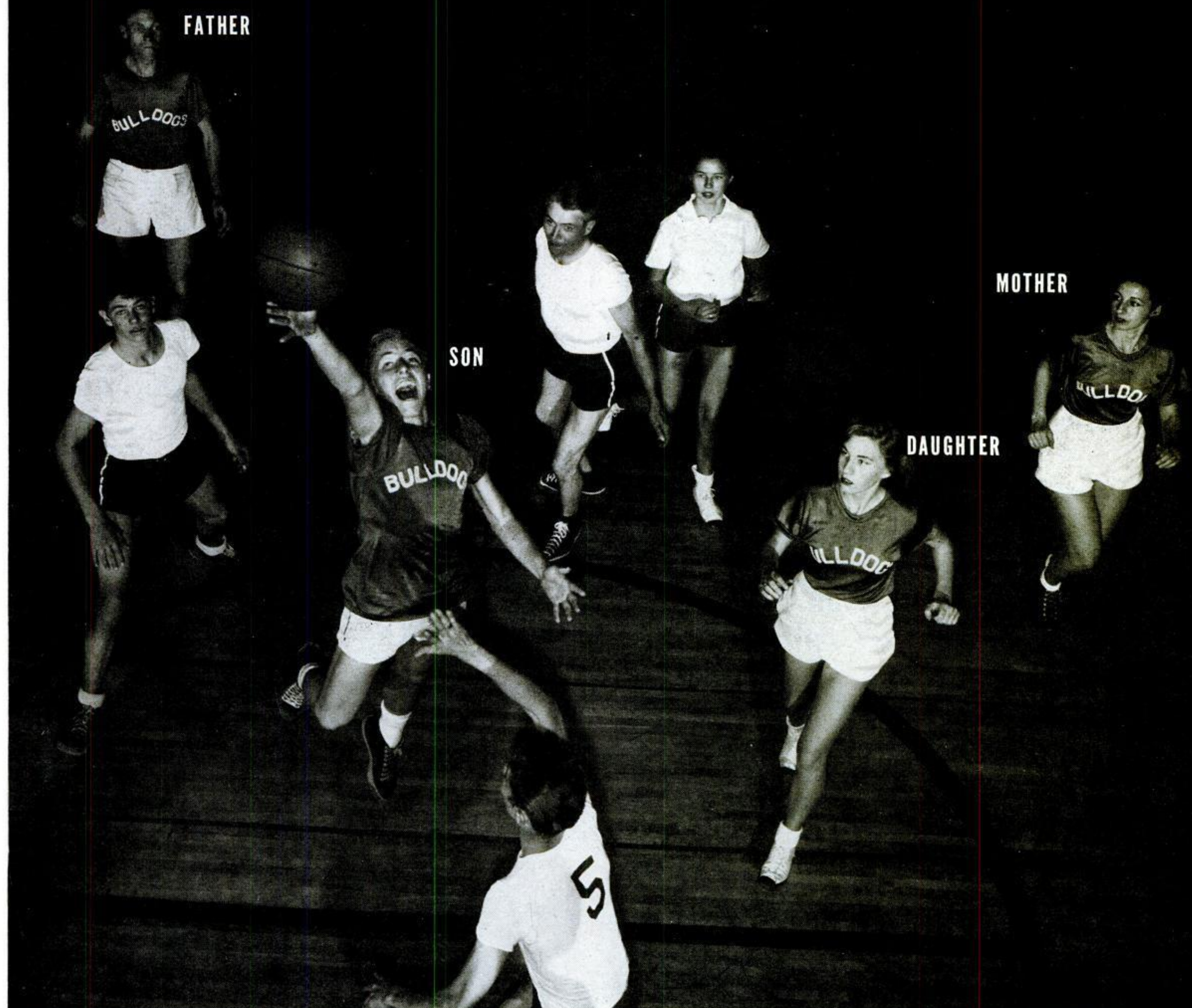
Look what's here for Breakfast---HOT!

IT'S THAT VALUE-FULL, FLAVOR-FULL WHOLESOME WHOLE WHEAT



Pour salted boiling water over Nabisco Shredded Wheat in a strainer. Dot with butter and brown sugar. Serve with whole milk.

 COLD MORNING...QUICK HOT BREAKFAST  THAT'S NABISCO SHREDDED WHEAT...AND EVERYBODY'S HAPPY  ...FOR SERVED HOT OR COLD...CRUMBLLED OR WHOLE  NABISCO SHREDDED WHEAT GLOWS INSIDE YOU WITH THE SUNNY HEARTY FLAVOR OF THE NATURAL DELICIOUS WHOLE WHEAT  ...FULL OF WHOLESOME CHEERY NOURISHMENT... GALLANT NABISCO SHREDDED WHEAT  ...YOUR BEST BUY FOR TOMORROW'S BREAKFAST.



FOUR MEMBERS OF THE MOORE FAMILY "BULLDOGS" CHARGE DOWN-COURT AS "SONNY" MOORE TRIES A ONE-HAND SHOT. THEY LOST TO GRIFFIN FAMILY, 25-20

FAMILY BASKETBALL

Thirteen teams of relatives play in a North Carolina tournament

The most incongruous—and one of the scrappiest—of all basketball tournaments took place last month in Wilson, N.C. Each of the 13 competing teams was drawn from a different family. The Wilson Junior Chamber of Commerce promoted the four-day tournament during the week between Christmas and New Year's, rightly surmising that it was a time when families would be together anyway. There was no restriction on age or sex; the youngest player in the tournament was 13 (p. 48), the oldest was 60, and eight of the teams included one or more women. Mothers and sisters who did not play performed such duties as cheering from the sidelines, applying liniment to strained muscles

and sewing up split basketball pants. The crowd's favorite team was the Moore family (above), which lined up with mama Evelyn, daughter Barbara, sons "Dickie" and Harris Jr. and papa Harris ("Scrappy") Moore. They played their one game with more zest than effectiveness, occasionally shouting, "For God's sake, Mama, throw me the ball." The Moores lost in their first game in the 1946 tourney too, but they say they will keep trying until they can field a team of grandchildren. They do not have much of a chance, however, as long as the entry list includes talented teams like the six Clark twins from Huntington, Ind. (next page), who made off with the 1947 championship.



ALL TIRED OUT, "Scrappy" Moore removes shirt with help of his wife. He is a college biology instructor.



For now and
for always...my **FRANKLIN**
HOPE CHEST

Now is the moment — This
moment I've been waiting and planning
for. I'll be ready for our new life
with the lovely things I've cherished in my
Franklin Hope Chest. And I
know that my Hope Chest means beauty
as enduring as our marriage vows



Franklin Shockey Co.  Lexington, N. Carolina

Family Basketball CONTINUED

TWINS MAKE BEST FAMILY TEAM



TOURNAMENT CHAMPIONS, the six Clark twins, lined up like a basketball team even for their baby picture 19 years ago (top). They are, left to right: Jim and Joe, Dale and Don, Ross and Bob. They also have twin sisters at home.



SLIPPING UNDER BASKET, Dale Clark (No. 4) maneuvers past a guard to score as twins beat Boykin family who, like the Moores, are called the "Bulldogs." Clarks barnstorm professionally, have won 18 of 19 games this season.

[CONTINUED ON PAGE 48](#)

Nancy Ruhl's smile wins success in the fabulous fashion world — The Smile that Wins is the Pepsodent Smile!



Nancy Ruhl, Fashion-Stylist—picks and chooses among glamorous outfits at New York's glittering fashion previews. Nancy left Kentucky's Center College in 1938 to start her exciting career in a Chicago department store—won promotions—and a husband! Now she's fashion-stylist for their own exclusive store, "Borchers" of Freeport, Illinois . . . and her winning smile is a most important asset. "It's a Pepsodent smile," says Nancy. "I've used Pepsodent Tooth Paste ever since I was in college. I love the taste of it." Yes . . . the smile that launched an exciting career for Nancy is a Pepsodent Smile.



Wins 3 to 1 over any other tooth paste!



Another fine product of Lever Brothers Company

You'll find people all over America agree with Nancy Ruhl. New Pepsodent with Irium is their 3-to-1 favorite for brighter smiles. In recent tests, families from coast to coast were asked to compare New Pepsodent Tooth Paste with the brands they'd been using at home. By an overwhelming majority . . . by an average of 3 to 1 . . . they preferred New Pepsodent over any other leading brand they tried!

Yes, New Pepsodent won 3 to 1 for its cool, minty flavor . . . for making breath cleaner, teeth brighter! *For the safety of your smile use Pepsodent twice a day—see your dentist twice a year!*



To Speak Your Love Forever

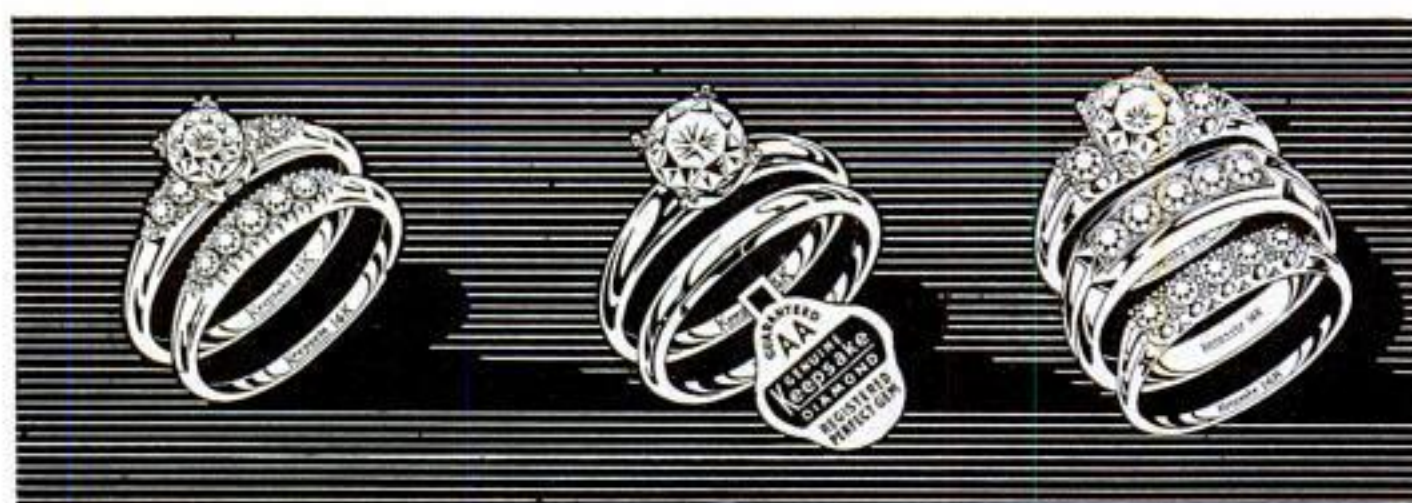
More than your heart can whisper, more than your words can say . . . all is expressed in love's symbol eternal . . . her genuine registered Keepsake. Only one diamond in hundreds meets the exacting standards of excellence in color, cut and clarity which distinguish every Keepsake Diamond. Identify Keepsake by the name in the ring, and the words "guaranteed registered perfect gem" on the tag . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are Keepsake Jewelers. Prices from \$100 to \$5000.



CASTLE Set 262.50
Engagement Ring 175.00
Also \$125

HEATHER Set 362.50
Engagement Ring 350.00
Also \$100 to 2475 and in platinum \$300 to 3450

WELLESLEY Trio 975.00
Engagement Ring 750.00
Also \$450 and 600



All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal tax. Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.

Man's Diamond Ring, 125.00
Available to match all engagement rings \$75 to 200



KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.
120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding" . . . a complete guide to social correctness in planning the betrothal and wedding events . . . with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name.....

Street and No.....

City..... L 1-48

Family Basketball CONTINUED



YOUNGEST PLAYER in tourney, Gid Holloman, 13, dribbles down the court. The Hollomans beat their cousins, the Dildys, but lost their next game.



YOUNGEST ROOTER, Lannis Smith, 2, sits on a basketball to cheer his father's team, scrappiest in tournament. One Smith played with a broken arm.



please do not lick this page!

*P.S. Get 'em in the handy
roll - anywhere*



the candy with the hole...5¢



"They always did get a smart crowd here!"

It's the smart folks who are switching to Calvert . . .
because Calvert is smoother and milder. Good taste
*demand*s good-mannered whiskey like this—light,
flavorful, matchlessly mellow. Try Calvert yourself.
You'll *like* the agreeable reasons why . . .



Calvert Reserve

CHOICE BLENDED WHISKEY

86.8 Proof—65% Grain Neutral Spirits . . . Calvert Distillers Corporation, New York City



PATHOLOGIST INJECTS DISEASED TREE WITH PENICILLIN TO TEST EFFECT OF THE DRUG ON VIRUS. THE TREE IN FOREGROUND HAS BEEN KILLED BY THE BLIGHT

ORANGE BLIGHT

Little-known infectious disease
threatens California citrus crop

In the lush orange groves of California a new and virulent blight is spreading. Neatly planted orchards are spotted with dying trees and gaping holes from which others have been torn. After years of slow advance the strange disease has suddenly become a serious menace. Last year it ruined nearly 25,000 trees. This year the loss may be far greater.

To combat the scourge, called "quick decline," scientists from California's Citrus Experiment Station are studying its cause and cure. Soil experts

proved at once that land type was not a factor. Then plant pathologists discovered that the sickness was a contagious virus disease, capable of affecting most of the common U.S. orange trees. Hopefully they began treating it with sulfa and penicillin (*above*) as entomologists searched for possible insect carriers. But so far experts have done more to define the disease than to halt it. Unless a cure is found—and soon—America's most popular fruit could become a rare and costly delicacy.

**Did You Ever See
A Miracle Walking?**

She's the queen of
a Hollywood tong-
And a queen, friends,
can do nothing wrong!
Her public she serves
By displaying those curves...
She's a miracle in a sarong!

LAMOUR

*It's
Hilarious,
It's Lyrical—
A Comedy
Miracle!*

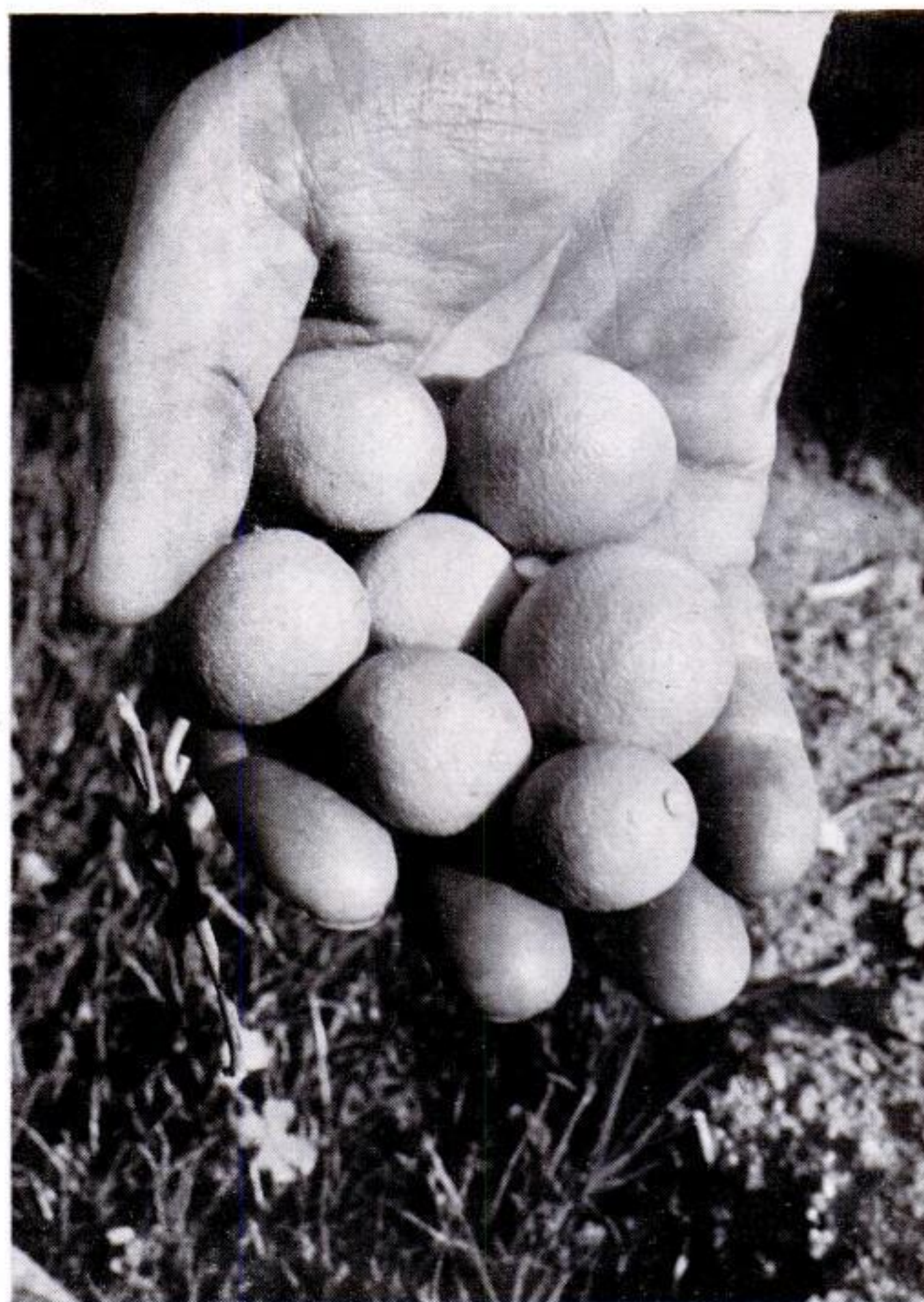
**PAULETTE
GODDARD**
**JAMES
STEWART** in
**HENRY
FONDA**
**DOROTHY
LAMOUR**
**FRED
MacMURRAY**
**BURGESS
MEREDITH**
**VICTOR
MOORE**
**HARRY
JAMES**

Benedict Bogeaus'
**A
MIRACLE
CAN
HAPPEN**

with
William Demarest • Hugh Herbert
Eduardo Ciannelli • Charles D. Brown
and Dorothy Ford • Carl Switzer • Eilene Janssen
Betty Caldwell • Frank Moran • David Whorf
Screenplay by Laurence Stallings and Lou Brestow
Original Story by Arch Oboler
James Stewart • Henry Fonda material by John O'Hara
Produced by BENEDICT BOGEAUS and BURGESS MEREDITH
Directed by KING VIDOR and LESLIE FENTON
Released thru UNITED ARTISTS

...and that's not all—see next week's **Life**

Orange Blight CONTINUED



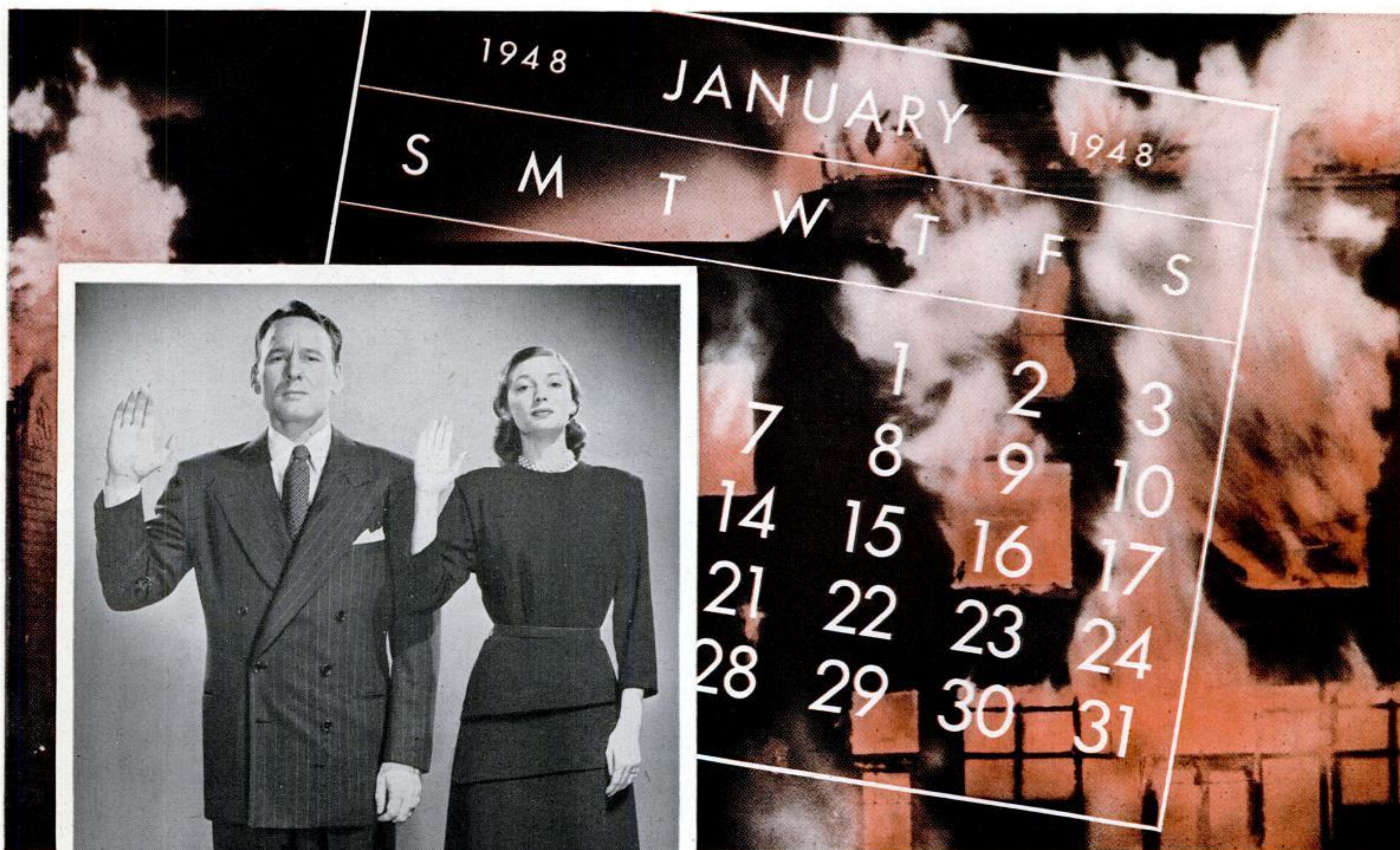
STUNTED ORANGES were produced by tree which is suffering from early effects of the disease. They ripened prematurely, were thick-skinned and dry.



SICK TREES show two forms of the disease. The one in the foreground is nearly dead after three weeks. The other is infected but may linger several years.

CONTINUED ON PAGE 54

FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!



I Resolve to:

- 1 Be more careful with matches and smoking.
- 2 Use only electric wiring and appliances bearing the Underwriters' Laboratories seal.
- 3 Avoid misuse of flammable liquids.
- 4 Keep heating and cooking equipment in safe repair.
- 5 Join in community activities to prevent fire.

HELP STOP this murderous human sacrifice by fire! You have in your own hands a way to do it...

Let the carnage keep up and nearly 12,000 will be killed in fires in 1948...Fine healthy American men

and women. About 2,000 children who will never have a chance...

Make up your mind to take this Fire Prevention Pledge! Stop fires now! This is **Step 1**.

Action now is an absolute must.

Your nation's top experts, backed by the President of the United States, have already launched a continuing 48-state campaign to halt this devouring Frankenstein.

But it's up to you—to make the program work. Perhaps you have been waiting for just such a program. Then let's have action.

Step 2—Phone or write your state and local officials and tell them you'll support the drive for *better legal protection against fire hazards ... better buildings ... better fire-fighting methods ... broader education to prevent fires*.

Step 3—Send for the "Report on Organized Public Support," a special booklet for public officials and interested citizens. Address The President's Conference on Fire Prevention, Washington, D. C.

This statement is published by the member fire insurance companies of the National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

THE WHITE HOUSE

"THE whole-hearted efforts of all of us together, and of each of us individually, can go far toward halting fire's mounting destruction of human life and property. I urge all of you to support the nationwide program of Fire Prevention."

Harry Truman

Of America's leading Cigarettes
one is

OUTSTANDING



Have you noticed how many of your friends have changed to PALL MALL? There's a reason.

PALL MALLS are *good* to look at—*good* to feel—*good* to taste—and *good* to smoke! PALL MALL's greater length of traditionally fine tobaccos filters the smoke of this *longer, finer* cigarette . . . gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

PALL MALL—the *longer, finer* cigarette in the distinguished red package.

*-and they are
mild!*

Orange Blight CONTINUED



ROOTS ARE FED with a sulfanilamide mixture which is poured into a pit around base of sick tree. Treatment is experimental, its value still uncertain.



TRUNK IS INJECTED with penicillin forced into wood under pressure. But if pressure is too great wood splits and fluid sprays out of tree (above).



TREE IS INFESTED in laboratory with insects taken from sick trees and blown into bag around leaves. Purpose is to see whether insects are carriers.



FRESHLY *Minted*

Ever see a dewy-fresh, fragrant bed of mint like this? Probably not — because this is *special* mint, with the sparkling clean, cool flavor you can only find in Clark's Tendermint gum! Clark's fine row-mint is gathered at the peak of early-morning freshness, when nature seals in its true mint-essence. Ask for *freshly minted* Clark's Tendermint — *naturally*, it's better!

FOR TASTE Clark's

Copyright 1947 Clark Brothers Chewing Gum Company

"This one's for me!"



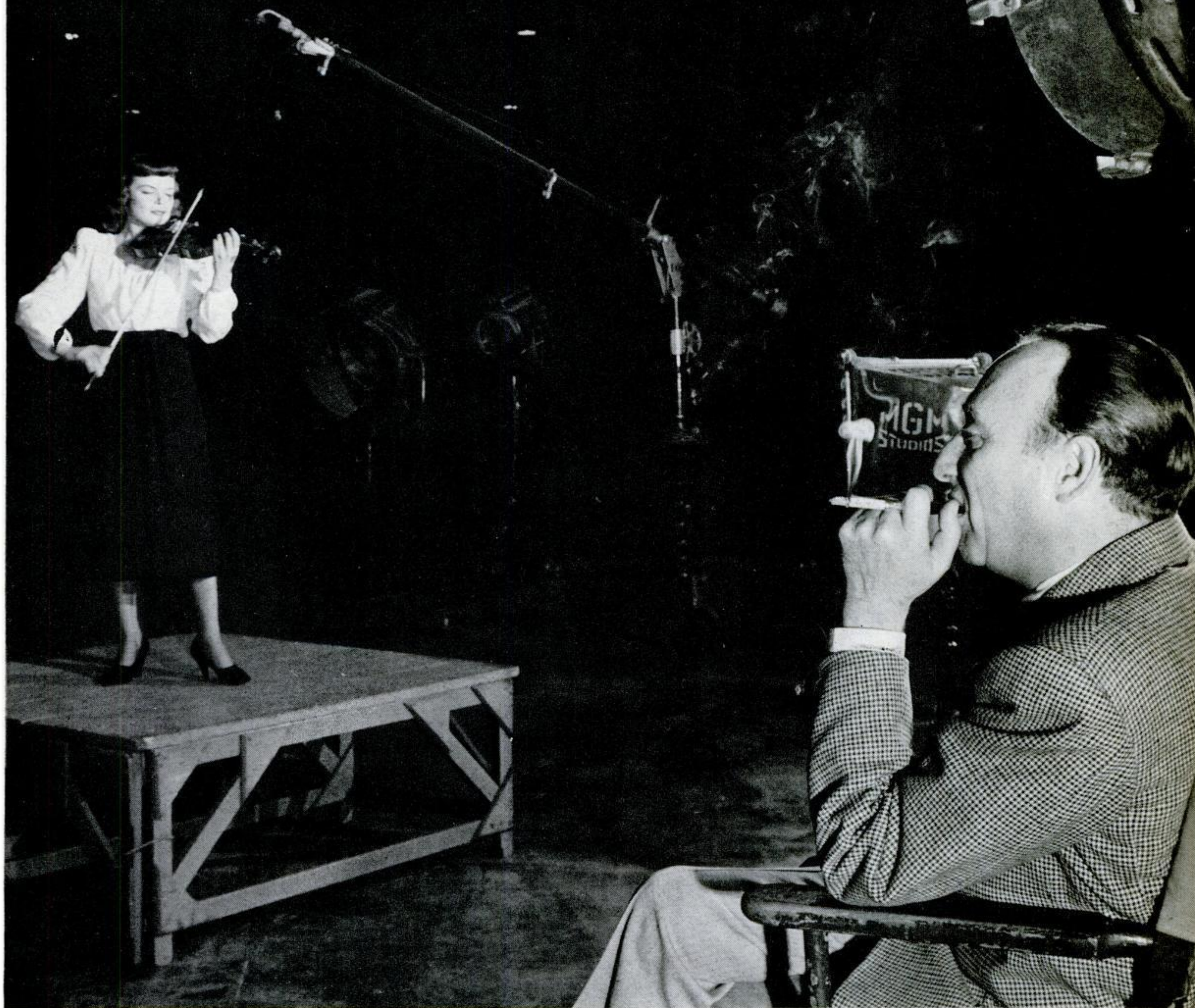
Pabst Blue Ribbon
"IT'S BLENDED...IT'S SPLENDID!"

Copr. 1947, Pabst Brewing Company, Milwaukee, Wisc.



TUNE IN THE EDDIE CANTOR SHOW
EVERY THURSDAY NIGHT, OVER NBC

33 FINE BREWS BLENDED INTO ONE GREAT BEER



ON A DESERTED SOUND STAGE ON THE M-G-M LOT, PRODUCER JOSEPH PASTERNAK LISTENS AS HIS NEWEST PROTEGE, MARCIA VAN DYKE, PLAYS HER VIOLIN

VIRTUOSO STARLET

"Prettiest first violinist" now
is a versatile Hollywood actress

The big difference between most movie starlets and Marcia Van Dyke, who is shown above and on *LIFE*'s cover, is that their talent begins and ends with their pretty faces. When called on to sing or swim, they need doubles. And when called on to act, they make most movie audiences wish they were singing or swimming. Miss Van Dyke, who is 25, has considerably more to offer Hollywood than her pretty face. She sings professionally, plays near-

professional tennis and swims like a seal. Much more unusual, she also is an accomplished violinist.

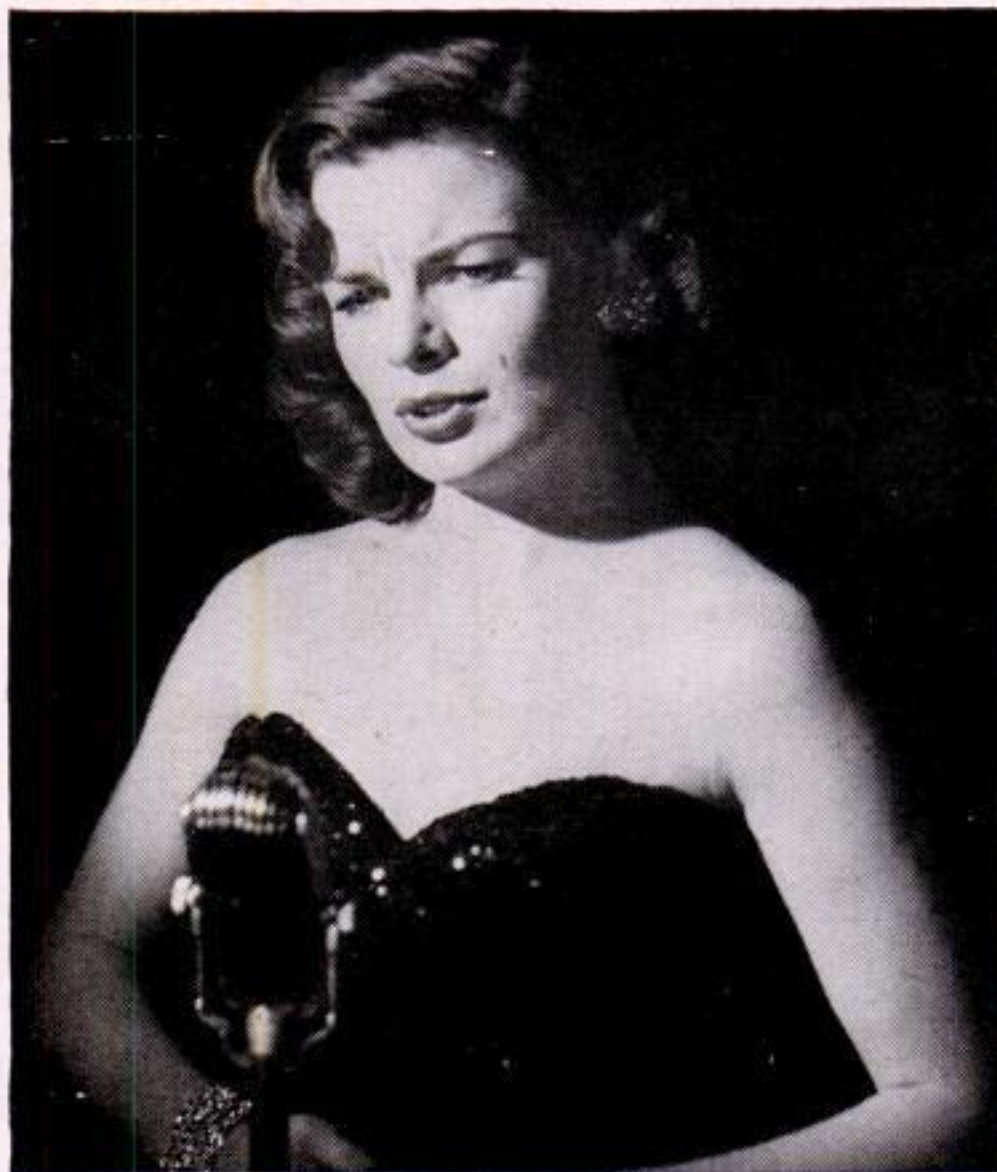
Last May, when she was playing with the San Francisco Symphony, *LIFE* photographed Miss Van Dyke, called her "the prettiest first violinist in the symphonic big time." As a result she was given a contract by M-G-M Producer Joseph Pasternak. Contrary to Hollywood traditions, in her first movie Miss Van Dyke actually was cast as a violinist.

SHE ACTS



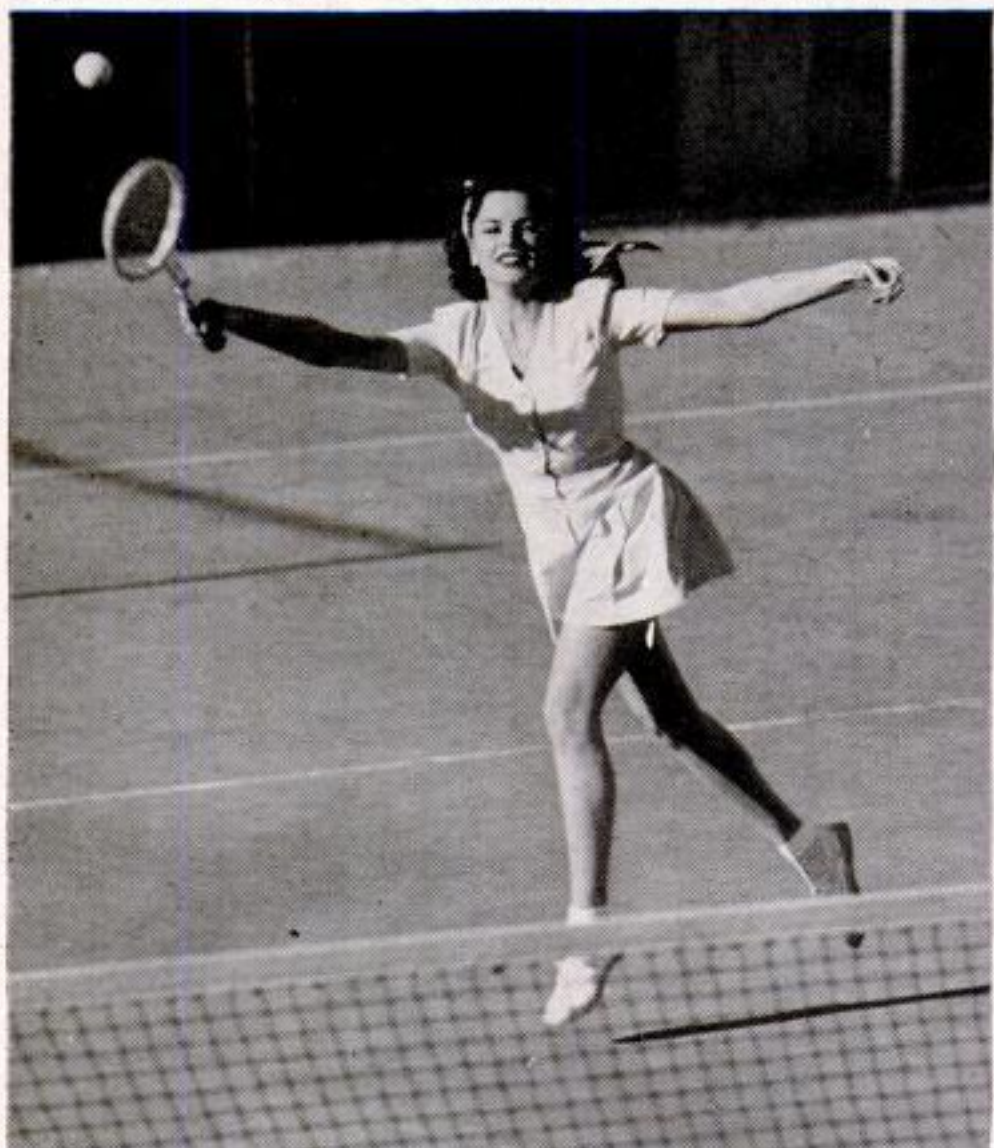
IN SCREEN TEST, A SCENE FROM "PRIVATE LIVES," MARCIA AND ASHER HAYES PLAY A DIVORCED COUPLE WHO QUARREL (LEFT AND CENTER), FINALLY EMBRACE

SHE SINGS




SINGING IN SAN FRANCISCO SUPPER CLUBS HELPED MARCIA FINANCE HER VIOLIN STUDIES. SHE IS SHOWN CROONING THE TORCHY "GOOD FOR NOTHIN' JOE"

SHE PLAYS TENNIS



EXPERT TENNIS FORM IS SHOWN BY MARCIA AS SHE WORKS OUT ON THE COURTS OF THE BEVERLY HILLS HOTEL. SHE CAN BEAT MOST OF THE MEN SHE KNOWS

CONTINUED ON PAGE 60



SHOCKING because
it reveals for the first time a world-wide
crime ring that did a billion-dollar busi-
ness in violence, intrigue... and death!

TRUE because it's based on
hitherto secret files of the U.S. Treasury's
Bureaus of Narcotics, Coast Guard and
Customs!

TERRIFIC drama that
took two years to film in Shanghai,
Cairo, Havana and far corners of the
world!

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with LUDWIG DONATH • VLADIMIR SOKOLOFF • EDGAR BARRIER and introducing the Chinese actress MAYLIA

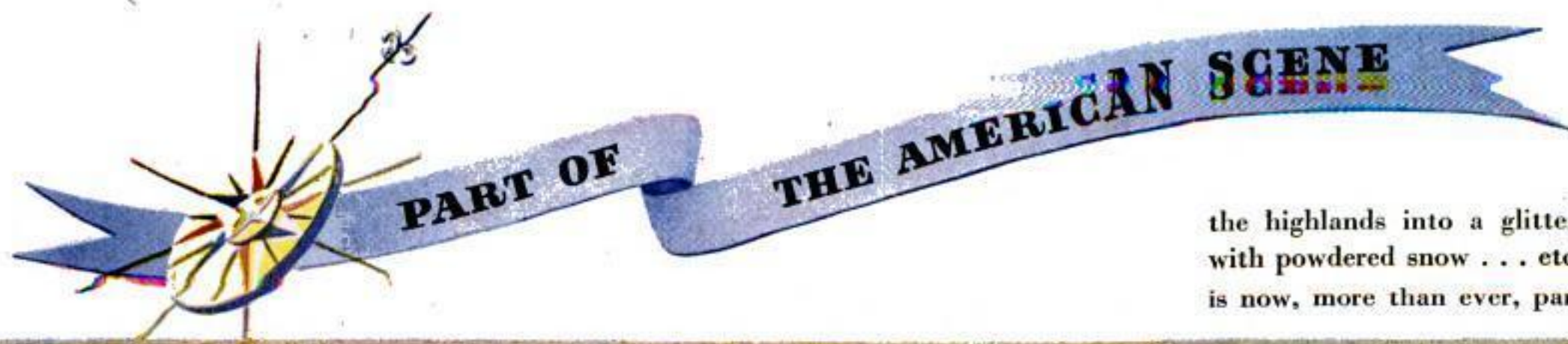
Story and screenplay by Jay Richard Kennedy • Directed by ROBERT STEVENSON • A SIDNEY BUCHMAN Production • Associate Producer JAY RICHARD KENNEDY

COLUMBIA PICTURES GRATEFULLY ACKNOWLEDGES THE COOPERATION OF THE TREASURY DEPARTMENT AND ITS BUREAUS OF NARCOTICS, CUSTOMS, AND COAST GUARD.



POSING BESIDE A POOL, Marcia Van Dyke displays some of the nonmusical attributes which caught the eye of movie scouts. An outdoor girl since her childhood in

Grants Pass, Ore., blue-eyed Marcia still likes to relax by going horseback riding in the Mojave Desert. She is a cousin of the late M-G-M Director W. S. Van Dyke.



Ski Country—where winter turns the highlands into a glittering playground—and man flies without wings. Frosted with powdered snow . . . etched with curving ski tracks . . . a white wonderland that is now, more than ever, part of the American Scene . . . Painted by C. Ivar Gilbert.



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Because that "Good to the Last Drop" flavor adds so much real enjoyment to good living, Maxwell House is America's favorite—of all coffees, at *any* price! Yes, North, South, East, or West, Maxwell House is truly part of the American Scene.



Good to the Last Drop!



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Who's been eating my



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9
*Delicious
Varieties*



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Darrin

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This year we will do far better. The world's only 100% postwar automobile plant is about to hit its full stride! Willow Run has the capacity—and we have scheduled production at a rate *double* that of 1947. So go to your nearby K-F dealer and discover the difference between *prewar* and *postwar* cars! Drive one of these sensational products of ultra-modern engineering and styling! You can get one, now, almost as soon as you would like to have it.

KAISER-FRAZER CORPORATION • WILLOW RUN, MICHIGAN



FRAZER



AN ACCUSED POISONER, MRS. PARADINE (ALIDA VALLI) STANDS IN PRISONER'S DOCK OF LONDON'S OLD BAILEY BEFORE RANKS OF BEWIGGED ENGLISH LAWYERS

MOVIE OF THE WEEK:

The Paradine Case

A good whodunit introduces some new European faces to the U.S. but is not the great drama it pretends to be

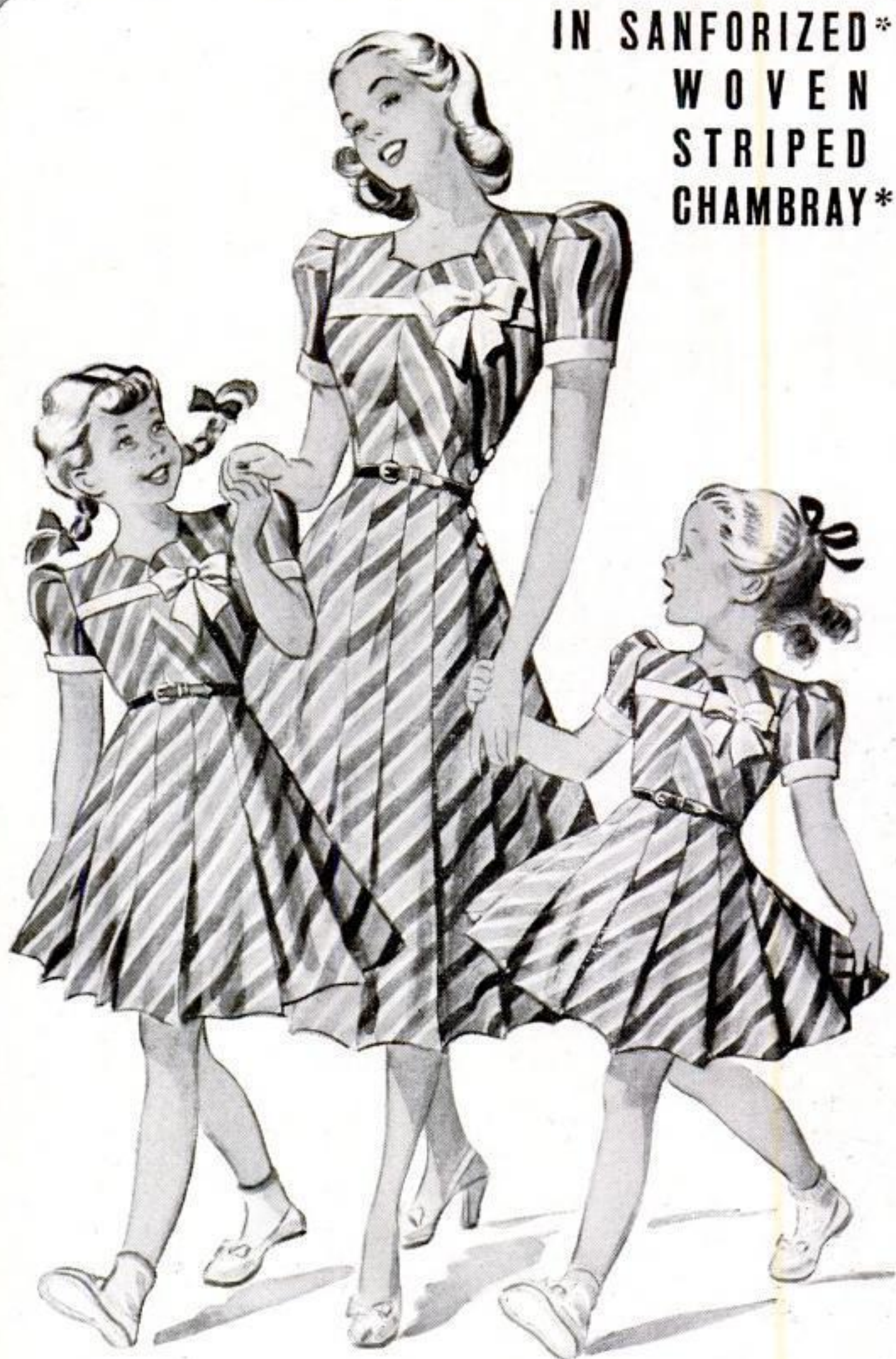
The Paradine Case is a courtroom drama set largely in the somber precincts of London's Old Bailey. Its producer, David O. Selznick, who has turned out some excellent movies in his time (*Gone With the Wind*, *David Copperfield*, *Rebecca*) has such faith in it that he has listed his own name a full five times in the screen credits and used it as a showcase to introduce some new European talent to America. The newcomers are British Actress Ann Todd and Selznick's own importations, brood-

ing Louis Jourdan from France and sultry Alida Valli from Italy. The latter is deemed so great that she will be known officially as just "Valli."

While the long spun-out movie (132 minutes) in which they appear is not the great human drama it pretends to be, it is a good whodunit. Did the beautiful Mrs. Paradine (Valli) poison her husband or did the valet (Jourdan) do it? Before the question is answered Mrs. Paradine's attorney (Gregory Peck) spurns his wife (Ann Todd) to fall in

love with his client. Meanwhile no expense is spared on an all-star supporting cast (Charles Laughton, Charles Coburn, Ethel Barrymore), whose extended conversations throw light on who actually done it. There are some first-class performances, especially by Peck and Ann Todd. To make sure that moviegoers appreciate *The Paradine Case*, Mr. Selznick has publicly announced that the picture itself, Alfred Hitchcock's direction and Gregory Peck's performance all deserve Academy Awards.

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Helen Kingsley
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I imagine their thrill . . . to have a dress just like "mommy's" . . . with its lovable sweetheart neck . . . precision all around pleated skirt, stitched down from waist for perfect fit . . . separate belt and bright white pique trim . . . wears and washes beautifully . . . unbelievable value for so little money . . . in multi-color sanforized woven chambray with predominating stripes of red, blue or green. This adorable style may be purchased at leading stores as listed below or write directly to us for store nearest you . . . HELEN KINGSLEY & CO., 1350 Broadway, New York, N. Y.*

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"The Paradine Case" CONTINUED



LAWYER AND WIFE (Gregory Peck and Ann Todd) are a devoted couple before he takes Mrs. Paradine's case, certain that he can prove her not guilty of murder. Then, before his wife's eyes, he starts falling in love with his client.



LAWYER AND CLIENT discuss case. He not only thinks Mrs. Paradine is innocent but, loving her, believes she is a kind and generous woman who is being framed because she is too decent to put her finger on the real criminal.

CONTINUED ON PAGE 68

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Gaines' exclusive
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4. **For sleek condition and luxurious coat.** The new Gaines with VIACTRON has a rich-in-fat food factor to regulate digestion and promote the beneficial action of vitamins.
5. **For abundant nourishment.** Gaines with VIACTRON is a scientifically balanced food, with all the vitamins, minerals—ALL the food factors that science says dogs should have.

IT COSTS LESS TO FEED
than any other type of dog food!

Compare the cost of feeding the new Gaines with *canned* dog foods! They are cooked in the can—so the manufacturers have to add water for proper cooking, bringing the moisture up to as much as 70%. But Gaines is dry food—with less than 10% moisture. You add the liquid yourself—at no extra cost. Buy nourishment! Buy Gaines! It's America's largest-selling dog food.

Whether or not you've ever fed Gaines, be sure to give your dog a chance at the new Gaines with VIACTRON. It has a taste, aroma, and crisp, crunchy texture he'll just love! And try Gaines Krunchon, too... it's the new Gaines Meal compressed into tasty bite-size pellets.

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VIACTRON is a revolutionary achievement in dog nutrition... the climax of years of intensive research. It is a combination of specially selected ingredients scientifically activated by unique processing equipment developed and owned only by Gaines, in its new million-and-a-half-dollar plant at Kankakee, Illinois.



New Gaines Meal

"Nourishes Every Inch of Your Dog"

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PURITAN Bedspread Cotton will give perfect results. Instructions in Book No. 34—"Bedspreads."



STAR DE LUXE Mercerized Crochet and Knitting Cotton makes this Maple Leaf Luncheon Set. Book No. 45.



GEM Mercerized Crochet is what we chose for the lovely tablecloth shown here. Book No. 28—"Tablecloths."



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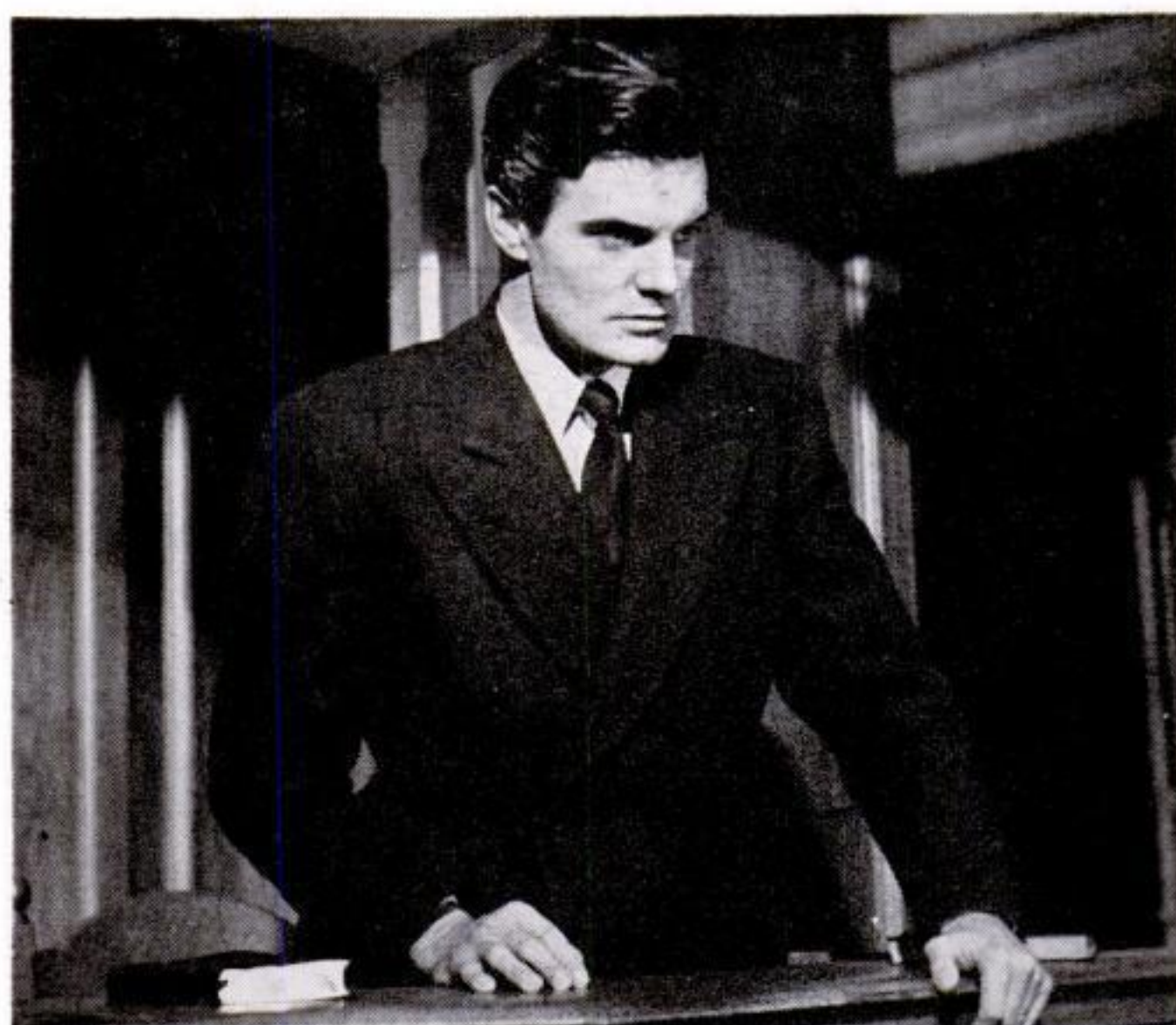
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"The Paradine Case" CONTINUED



VALET (Louis Jourdan) is the only other possible suspect. He swears Mrs. Paradine was the murderer and obviously hates her so bitterly that Peck decides the valet himself must be guilty and attempts to pin the crime on him.



OLDER LAWYER (Charles Coburn) advises Peck to free his client by proving her husband committed suicide rather than by accusing the valet. But unassailed by doubts about his client's innocence, Peck sticks to his line of defense.



JUDGE (Charles Laughton) spends his time interfering with Peck's conduct of the trial. He admires Mrs. Paradine's beauty yet is prejudiced against her because this very beauty reminds him sadly of his own old age and ugliness.

"MMM! WHAT **COFFEE!** AND SO EASY TO MAKE!"



Yes, that's Nescafé*!

A cup of Nescafé is a cup of coffee at its best—with *all* the cheering lift, *all* the satisfying goodness of the choicest coffees—yet you make it in an instant! Enjoy Nescafé today. See what delicious coffee it makes *without* the bother of pots or grounds. You'll serve it for your regular mealtime coffee *every* day!

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Think what it means to you! You get breakfast ready faster . . . you're *always* prepared for guests . . . and you can have a good, fast cup of coffee *any* time without having to "clean up" afterward! No messy grounds, no extra work. Just put a teaspoonful of Nescafé in a cup and add hot water. Instantly you have delicious coffee—for only about 1¢ a cup!

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SIX EARLY BIRD WATCHERS LINE A BRIDGE OVER A MARSH OUTSIDE OF WASHINGTON, D.C. WAITING FOR THE RISING SUN TO WAKE UP A BIRD TO BE COUNTED

BIRD COUNTERS

Washington nature lovers go out to take an annual winter census

In the first days of winter every year thousands of people in the U.S. don warm clothes, go out to woods, shores, swamps and fields to spend a day counting birds. They do this under the direction of the National Audubon Society, which takes an annual countrywide bird census to see what is happening to native birds wintering in the U.S.—which ones are increasing, which are dying out. In Washington, D.C. last month nearly five doz-

en bird counters, ranging from schoolteachers to government economists, combed a circle of 7½-mile radius, looking, stalking, trilling shrill calls and clapping their hands with excitement when a bird replied. By dusk they had counted 12,407 birds of 77 species, including an owl flushed from a government building. Nine species were new to their lists. The most exciting newcomer was a catbird which somehow straggled north and got counted.



LARGE FLOCK of pintail and mallard ducks was found at Roaches Run along the Potomac River. One man fed

the birds cracked corn to hold them long enough for others in the group to count them. This flock numbered 250.

Commonest birds found were starlings, of which 5,759 were tallied. Next came English sparrows, with 656 seen.




HUNTING OWLS, Dr. Alexander Wetmore, secretary of Smithsonian Institution, climbed into loft above his office, flushed one. Dr. Wetmore has helped with every bird census since first one when he was a boy in 1900.



LISTENING TO BIRD CALL, Charles Mason tries to identify a swamp sparrow by its whistle. Census-takers carried bird guidebooks with them and leafed through them frantically whenever they saw an unfamiliar form.



EXAMINING TRACKS in sand along the Potomac, Shirley Briggs, an illustrator for the U.S. Fish and Wildlife Service, decides that the long, three-toed imprint which she has discovered was made by a herring gull.

One of the greatest
novels  Sinclair Lewis
ever wrote...now becomes
one of the screen's most
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from M-G-M



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Based on the Novel by SINCLAIR LEWIS
Directed by GEORGE SIDNEY • Produced by ARTHUR HORNBLow, JR.
A METRO-GOLDWYN-MAYER PICTURE



THE ART OF EGYPT



The tombs and temples of the narrow Nile Valley record the greatness of an ancient civilization

Spend the day merrily! Put unguent and fine oil together to thy nostrils and garlands and lotus flowers on the body of thy beloved . . . Lo, none can take his goods with him. Lo, none that hath departed can come again.

This popular song, which was carved above the picture of an Egyptian harp player 4,000 years ago, shows two salient traits of the ancient Egyptian: his love of life and his awareness of death. In the dry climate of Egypt, which acted as a natural embalming agent on animals and men, the very early Egyptian often stumbled across the well-preserved bodies of long-dead men from whose shallow desert graves the wind had blown the covering of sand. Confronted, troubled and challenged by death, the Egyptian made his art an art of the tomb. But because he lived in an exciting civilization and loved life, he made his art a reflection of his achievements and his pleasures. His art treasures have given the world an abundant record of an astounding old civilization, which, perpetuating its greatness longer than any other ancient civilization, remained for more than 3,000 years one of the master nations of the earth.

The greatness, which is revealed in the following pages in photographs taken in Egypt by LIFE's Eliot Elisofon, began around 4000 B.C. in the fertile Nile Valley. There the Egyptians built two powerful kingdoms, the Upper Kingdom at the upper part of the river and the Lower Kingdom around the huge delta. Around 3200 B.C. the kingdoms merged, and Egypt became a mighty Mediterranean empire. It remained powerful for centuries until, weakened by internal conflicts, it was annexed by Persia in 525 B.C., by Rome in 30 B.C., and its glory finally ebbed away.

When Egypt first flourished, other civilizations were sprouting along rivers in China, India and Mesopotamia. But no other ancient people has left so impressive a mass of art as the Egyptian. It has all been found in the Nile Valley (map right) where five millenniums of cultural development are spread out as in a 900-mile showcase. The art itself is found in many forms—in great stone monuments, in delicately carved reliefs, in elaborate wall paintings, in magnificent jewelry, in portrait sculpture which many modern artists believe has never been surpassed. It was an art never divorced from life or practical application. It was used as ornament or to please the gods or to record history.

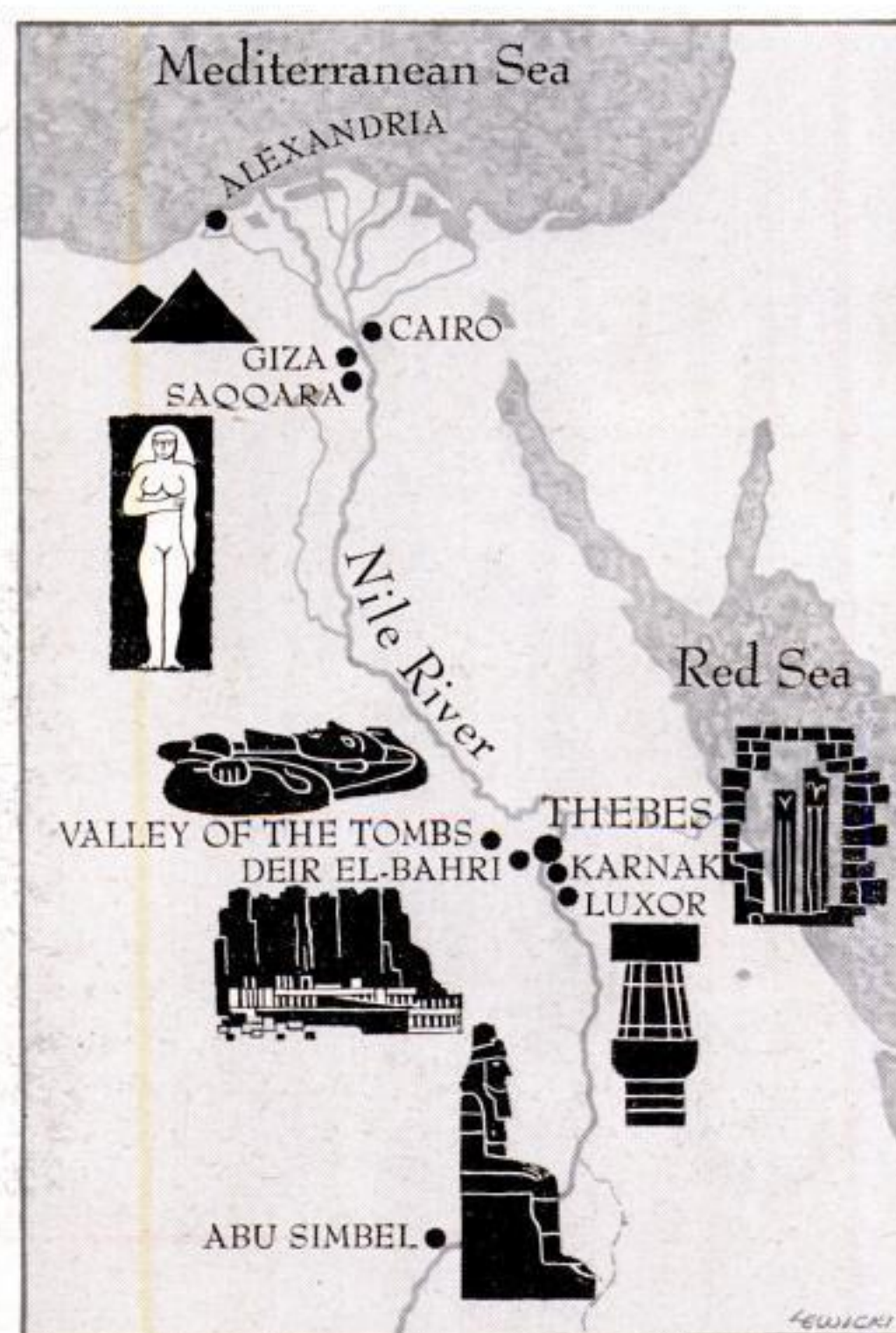
The conventions of this art were already established by 3200 B.C. and used in the small slate-like palette both of whose sides are shown at the top of this page. Here objects are depicted in rows one above the other. Major figures are drawn larger than humbler people. Kingly personages are drawn with face in profile but with shoulders square to the front. The palette was a ceremonial object copied after the little tablets

used for rubbing up eye paint. On one side (top left) is a carving of Narmer, a warlike king who helped bring about the unification of the two kingdoms, wearing the tall crown of Upper Egypt and striking down a kneeling foe. At the left of Narmer is a sandal-bearer and at the right is the falcon god holding by a cord the head of a man of Lower Egypt. On the reverse side of the palette, Narmer, with his retinue, wears the crown of Lower Egypt and surveys two rows of beheaded prisoners. Below are two mythical beasts whose necks form a receptacle for eye paint.

Along with his craftsmanship in small objects, the Egyptian artist mastered the use of stone in monumental masses. The two pyramids of Giza (opposite page), which now stand outside the modern city of Cairo, were built between 2650 and 2600 B.C. and were used as tombs for kings who were buried deep in their limestone cores. The larger of the two pyramids was originally 481 feet high. It contained more than 2,300,000 blocks of stone which weigh an average of 2½ tons each. The Greek historian, Herodotus, wrote that 100,000 men worked three months annually for 20 years to build it, using no devices except the lever, roller and inclined plane. The working periods were short because laborers could work only in the season when they were not needed to cultivate the fields.

For centuries after the decline of Egypt men poked around the pyramids and tombs, finding evidences of the ancient civilization. But they could not interpret what they found because they could not decipher the hieroglyphs in which Egyptians wrote. In 1798, during the Napoleonic invasion of Egypt, a French officer discovered the famous Rosetta stone, which proved a key to the hieroglyphs. This gave archaeological impetus to the study of Egypt's history and art. Enormous popular interest was aroused in 1922 when King Tutankhamen's tomb (pp. 80-81) was discovered.

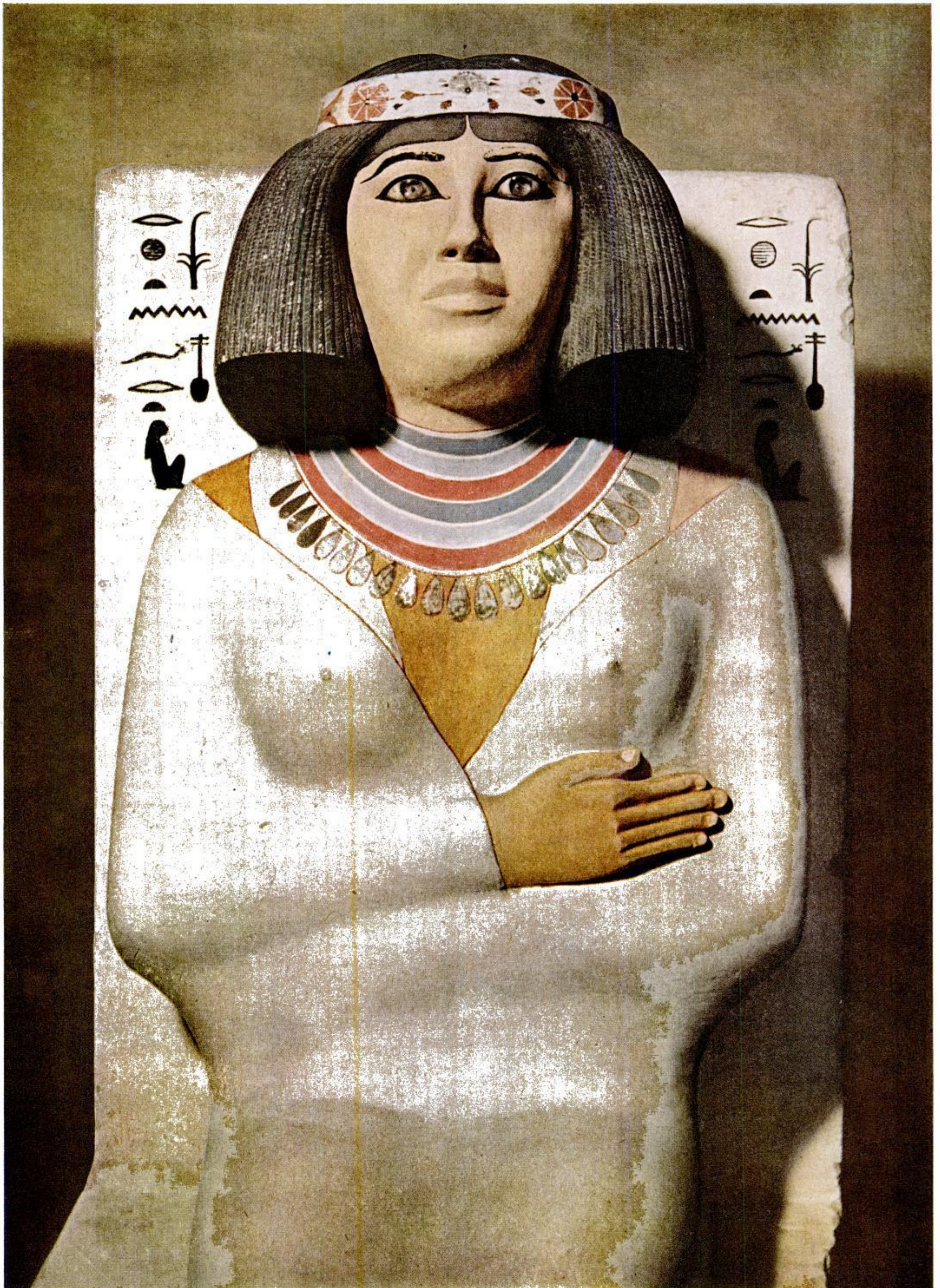
The scholars now know the Egyptians for a wonderfully versatile and gifted people. They were mathematicians who in 4241 B.C. invented the calendar, surgeons who performed critical operations, engineers who constructed massive temples, farmers who skillfully used the overpowering Nile, religious thinkers who proclaimed the first monotheistic religion, poets whose love lyrics foreshadowed the sensuous songs of Solomon. Above all they were artists who made brilliance and clarity the hallmark of all their work. For to help him obtain earthly joy in the next world, the Egyptian filled his last resting place with his brightest treasures and adorned his walls with scenes of hunting and trapping, dancing, feasting and children playing. He was determined that the civilization he built and the life he loved should not perish. In his art, at least, he had his way.



MAP OF THE NILE indicates approximate location of famous monuments that are shown on the following pages.



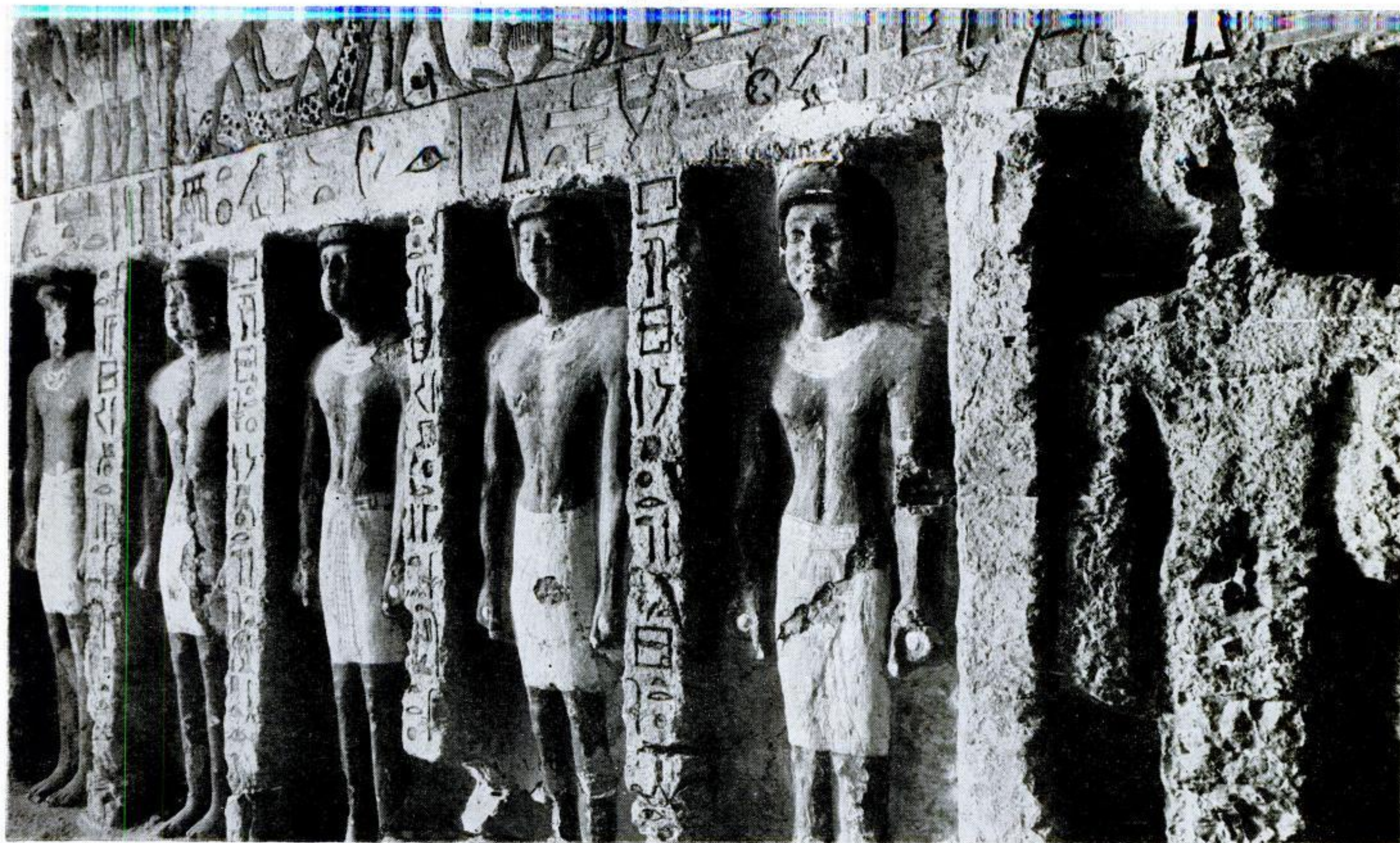
THE ART OF EGYPT CONTINUED



PRINCESS NOFRET, who lived about 4,500 years ago in Fourth Dynasty, had this almost life-

sized statue of herself erected in her tomb. Made of painted limestone with crystal eyes, it was believed

to be a kind of refuge where the spirit, or *Ka*, of princess could roost after her mummy had decayed.



GUARDIANS OF THE DEAD, these statues line a narrow passageway in tomb of Ptah-Iruk, a

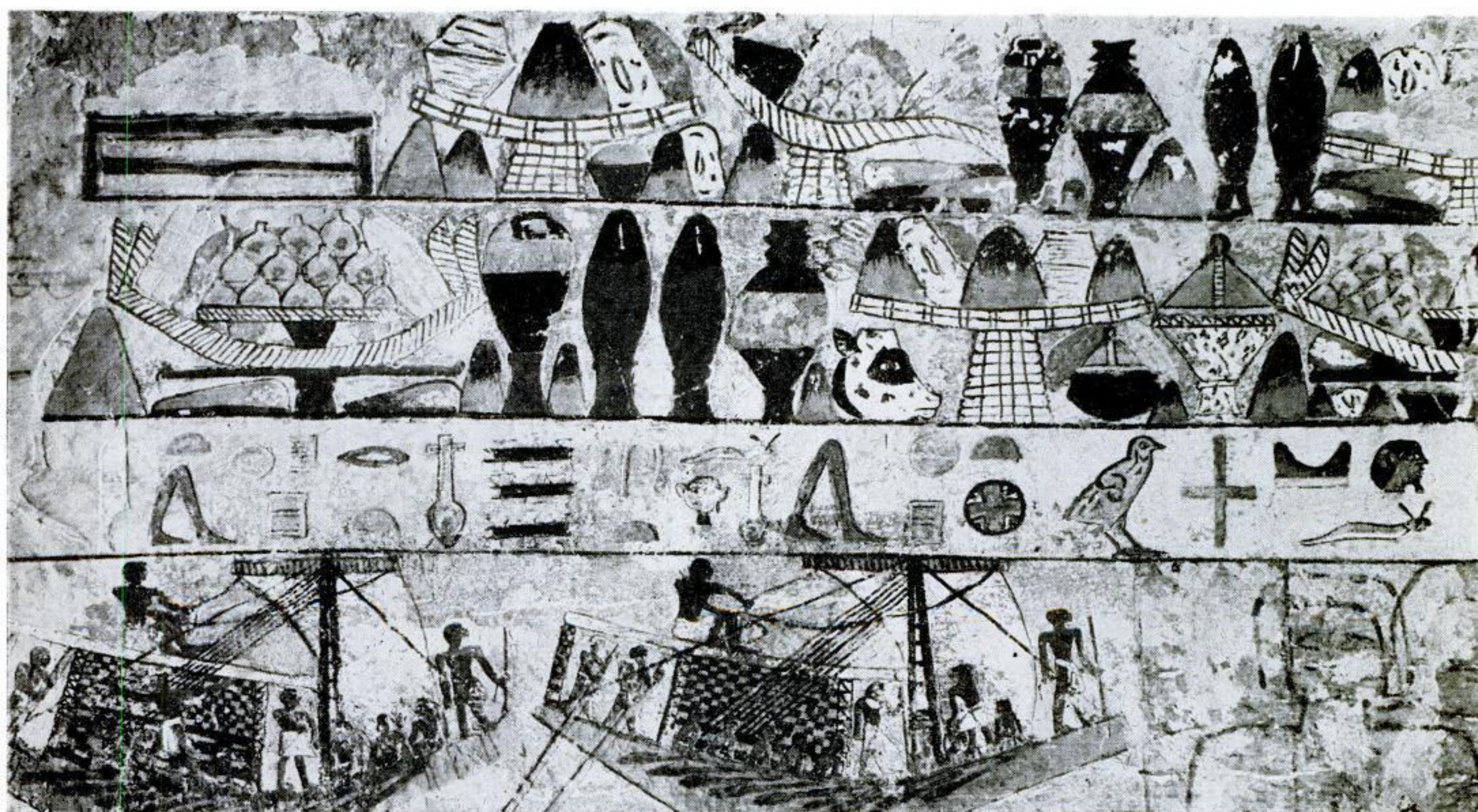
butcher-priest who was buried near the great pyramids about 2500 B.C. They are stone replicas of

Ptah himself. Ten of such replicas were put in tomb, giving Ptah's spirit a wide choice of resting places.

THE DEAD

The spirits were provided for

The sculpture in Egyptian tombs was put there not to celebrate the deceased but to provide a place for the deceased's spirit to take up temporary residence. The sculptures of Princess Nofret on the opposite page and of Ptah-Iruk are both examples of art in the ancient pyramid era. Ptah-Iruk's tomb, uncovered in 1943, was one of the most important recent finds. Ptah-Iruk, who lived about 2500 B.C., was probably a court priest in charge of butchering cattle, which were offered as a sacrifice to the gods.



FOOD FOR THE DEAD was depicted in wall painting in Ptah-Iruk's tomb. His menu included

vegetables, cakes, bread; jars of honey and beer. In the lower panel are ancient sailboats that used to

navigate the Nile. These were also symbolic of boats that ferried the deceased's spirit in the next world.



HATSHEPSUT'S TEMPLE at Deir el-Bahri below the Nile cliffs was built about 1500 B.C. by the greatest of Egypt's women rulers. She dedicated it to the

sun, Amen, to the love goddess, Hathor, and to Anubis, jackal-headed death god. Its series of terraces are reached by ramps; its rooms are hewn out of solid cliff.

TEMPLES

They showed power
of king and priest

As the centuries passed, Egyptian art changed from the massive simplicity of the pyramid age to ornate elegance of the Empire period (1580–1085 B.C.). This elegance prevailed in temples, where vegetable forms like the lotus and papyrus plants were used in carved borders and gigantic columns. The three temples shown here were built near the Nile in the neighborhood of the capital city of Thebes and are the finest

examples of full-blown Empire architecture. They display the extraordinary power invested in Egypt's rulers and priests, who could keep armies of laborers, engineers, stonemasons and artists working a full lifetime on one architectural masterpiece.

Most imposing for its natural setting is the temple of Queen Hatshepsut (*above*), the first great woman in history. A firm administrator,



she built up Egypt's commerce, financed a fleet and built temples to show her might. She wed her brother, Thutmose II, and after a 30-year reign was probably killed by his son. Despite a very big nose, Hatshepsut was a comely woman who took a ladylike joy in planting myrrh trees in her temple garden. But she insisted that at her death she be depicted as a bearded man and be buried in the Valley of the Kings.



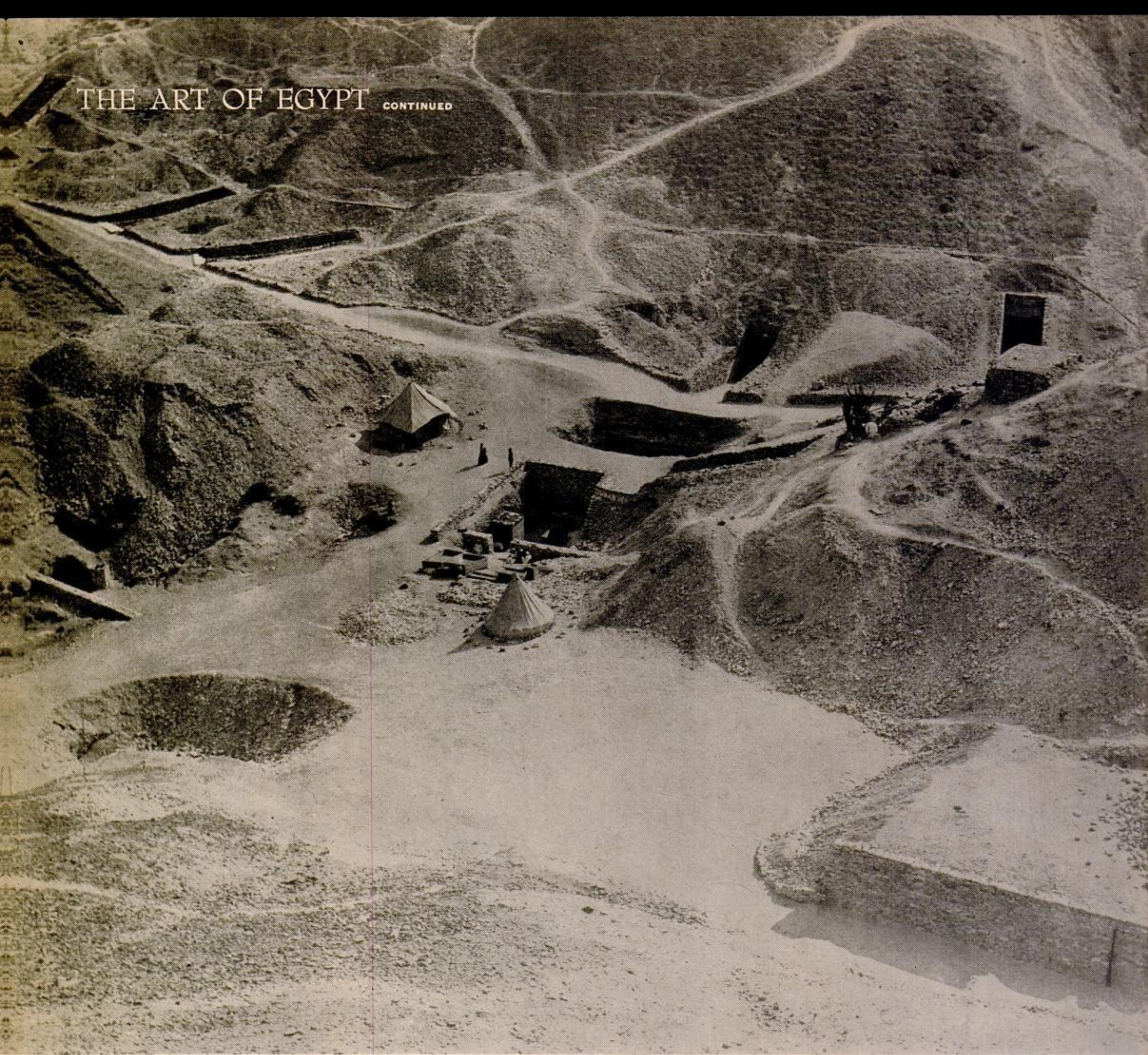
AT KARNAK is the temple to Sun God Amen. The two pillars in center, which held up roof of a record

chamber, represent the papyrus (*left*), symbol of Lower Egypt; the lotus (*right*), of Upper Egypt.



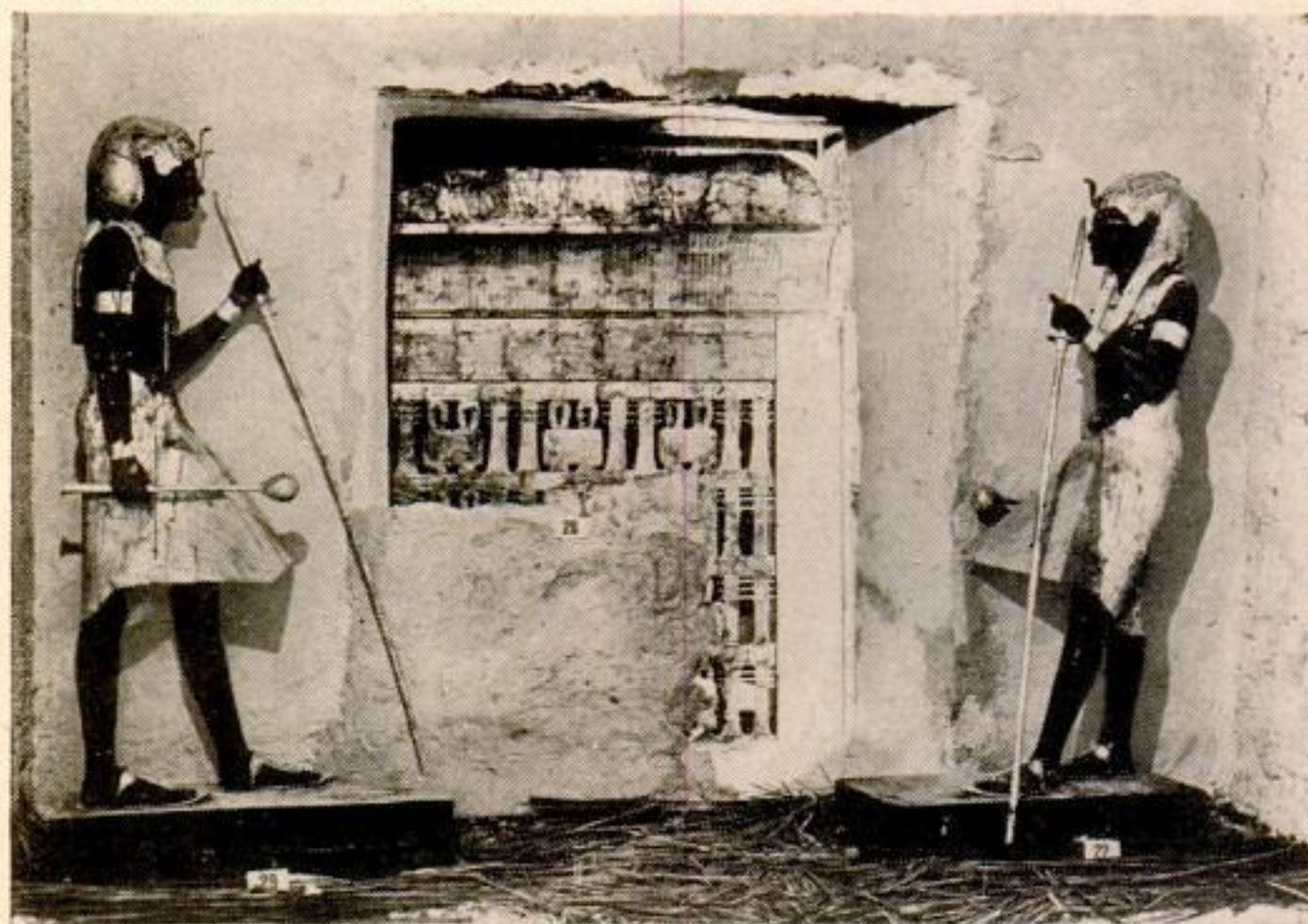
AT LUXOR is another great temple to Amen. The colonnaded entrance court, constructed about 1400

B.C. at the peak of Egypt's grandeur, consisted of 64 stone columns, each representing a papyrus bud.



TUTANKHAMEN'S TOMB, in which the objects on the opposite page were found, lies in the richest graveyard in the world, the bleak, sunbaked Valley of the Tombs of the Kings. The photographs on this page were taken shortly after tomb's discovery in 1922, an event which excited the world and gave rise to fables

about a curse which supposedly brought early death to anyone who disturbed the grave. Surrounding Tut's tomb are excavators' tents and entrances to tombs of Kings Seti I and Rameses I and VI. For years rubble from tomb of Rameses VI (pp. 82-83) obscured the entrance to Tut's tomb and saved its treasure from pillagers.



GUARDING the sealed doorway to the inner chamber where Tutankhamen's coffin reposed are two life-sized wooden statues of the young king carrying mace and staff. His skin is varnished black and his eyelids and eyebrows are gold. At the front of his gilded headdress is a sacred asp, the emblem of Egyptian royalty.



TUT'S MUMMY, much decayed, was found inside three nested coffins, the second of which is shown here resting inside the outer coffin. Examining it is Howard Carter, who led the excavating party with Lord Carnarvon. Mask on opposite page was taken from the third coffin. Innermost coffin was encrusted with jewels.



NECKLACE
MYSTIC EYE
OF THE GOD HORUS

MASK (left) which covered the mummy of Tutankhamen is made of heavy gold. The royal headcloth is adorned with stripes of blue glass and surmounted by vulture and serpent, sacred emblems of royalty. Beard is stylized. Eyebrows and eyelids are inlaid with lapis lazuli. Wide necklace of stone and glass ends in a falcon's head on each shoulder.

TUTANKHAMEN

His tomb yielded dazzling riches

Ever since its discovery in November 1922, the treasure from King "Tut's" tomb, which is now displayed in the Cairo Museum, has attracted more attention than any other find in the archaeological world. Tutankhamen was a comparatively unimportant king who in 1369 B.C. began his nine-year rule at the age of 9. Today his possessions appear dazzling, possibly because the tombs of greater Pharaohs were looted centuries ago, and their wealth has never been seen by modern eyes. King Tutankhamen lived in Egypt's flourishing New Empire period when craftsmanship was highly developed and art was opulent. On this page, along with his golden mummy mask, are a few of the jewels, amulets, and trinkets which fortified the boy-king in his early encounter with death.



GOLD FINGER
SHEATHS



SCARAB
BRACELET



NECKLACE
AMULET

MYSTIC EYE
PENDANT



SOLID GOLD DAGGER

WINGED SERPENT
AMULET

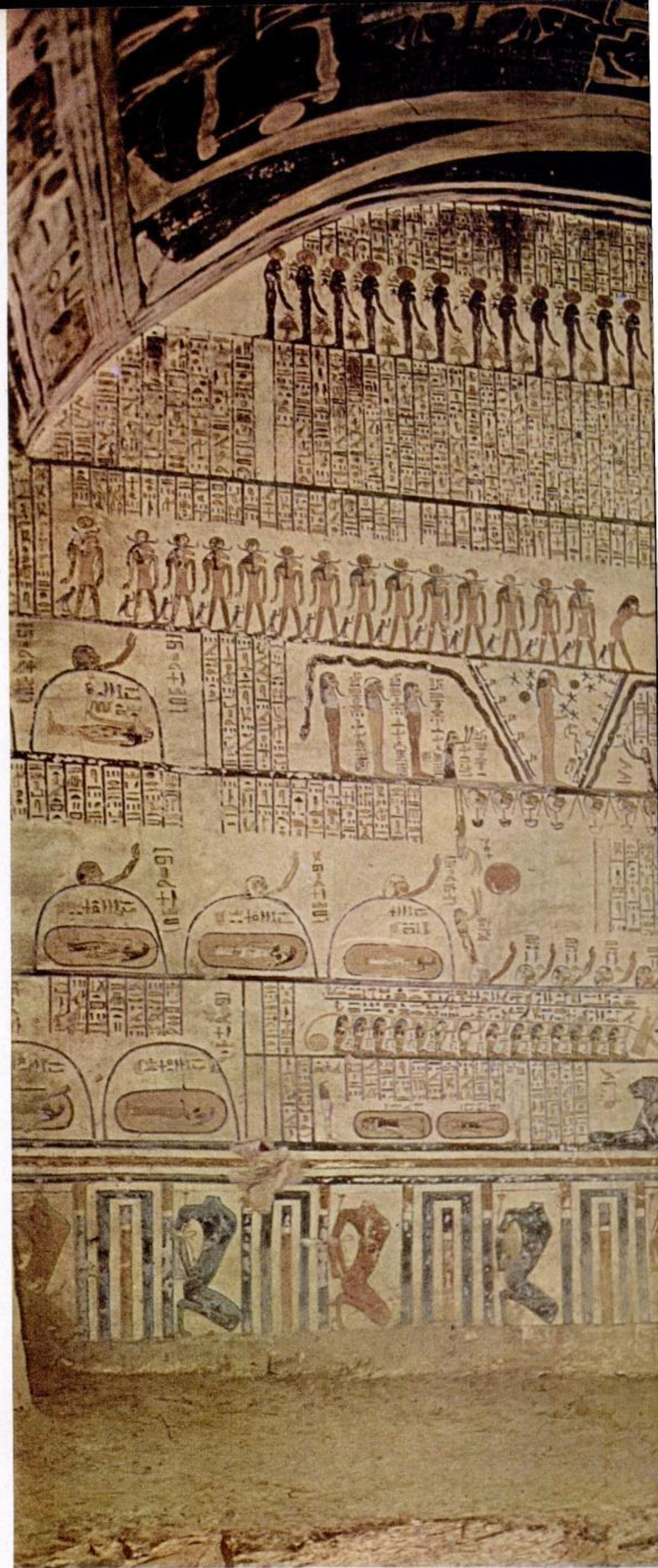




LOVE GODDESS Hathor (*left*) sits in the underworld with falcon-headed god Harakhte. They are welcoming Queen Nofretari, in whose tomb scene was painted.



QUEEN NOFRETARI is led by the goddess Isis to meet underworld deities. Nofretari, whose name means "beautiful companion," was the wife of Rameses II.



TOMB ART

It richly records the myths and religion of Egypt's rulers



TOMB OF RAMESES VI, who reigned about 1100 B.C., was located above the tomb of Tutankhamen. Portrait of Rameses is on pillar at far right. Figures at

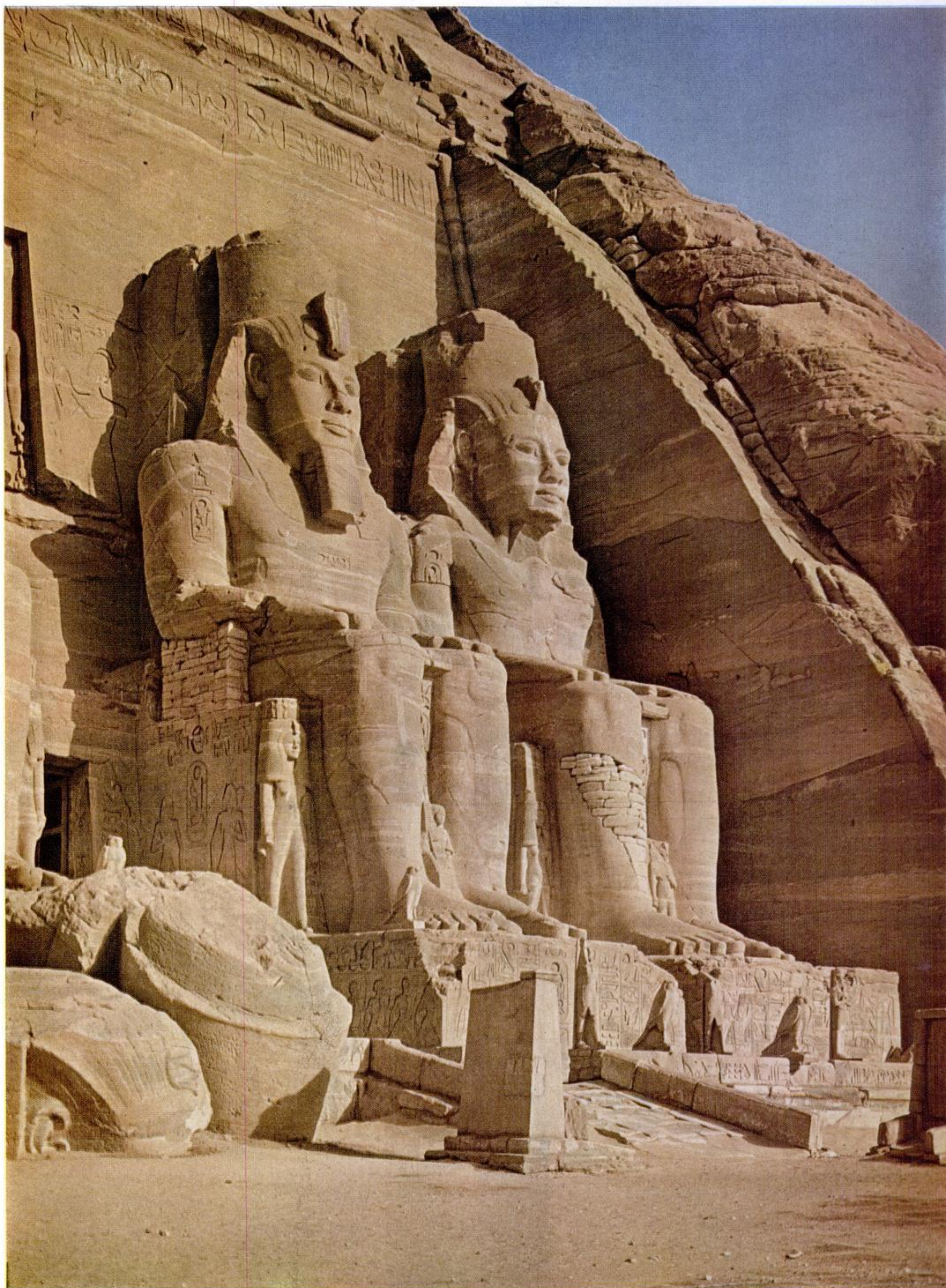
top left represent the 12 hours of the night. Boats shown carried the sun across the sky. A sky goddess (*with arms uplifted, right*) springs from another deity's head.

To a ruler of ancient Egypt, his most important dwelling-place was his tomb. Tombs were bulwarks against oblivion, where the occupants took heroic measures to perpetuate in the next world all the power and glory they enjoyed on earth. Sealed deep underground, and heavy with the smell of embalmers' spice, the royal mummy was surrounded by every possible magic spell, talisman and divine incantation to insure his proper treatment in life after death. Even household furniture, food, books and cosmetics were provided for the spirit when it took up residence in the tomb.

In the vivid paintings which decorated his tombs, the Egyptian left be-

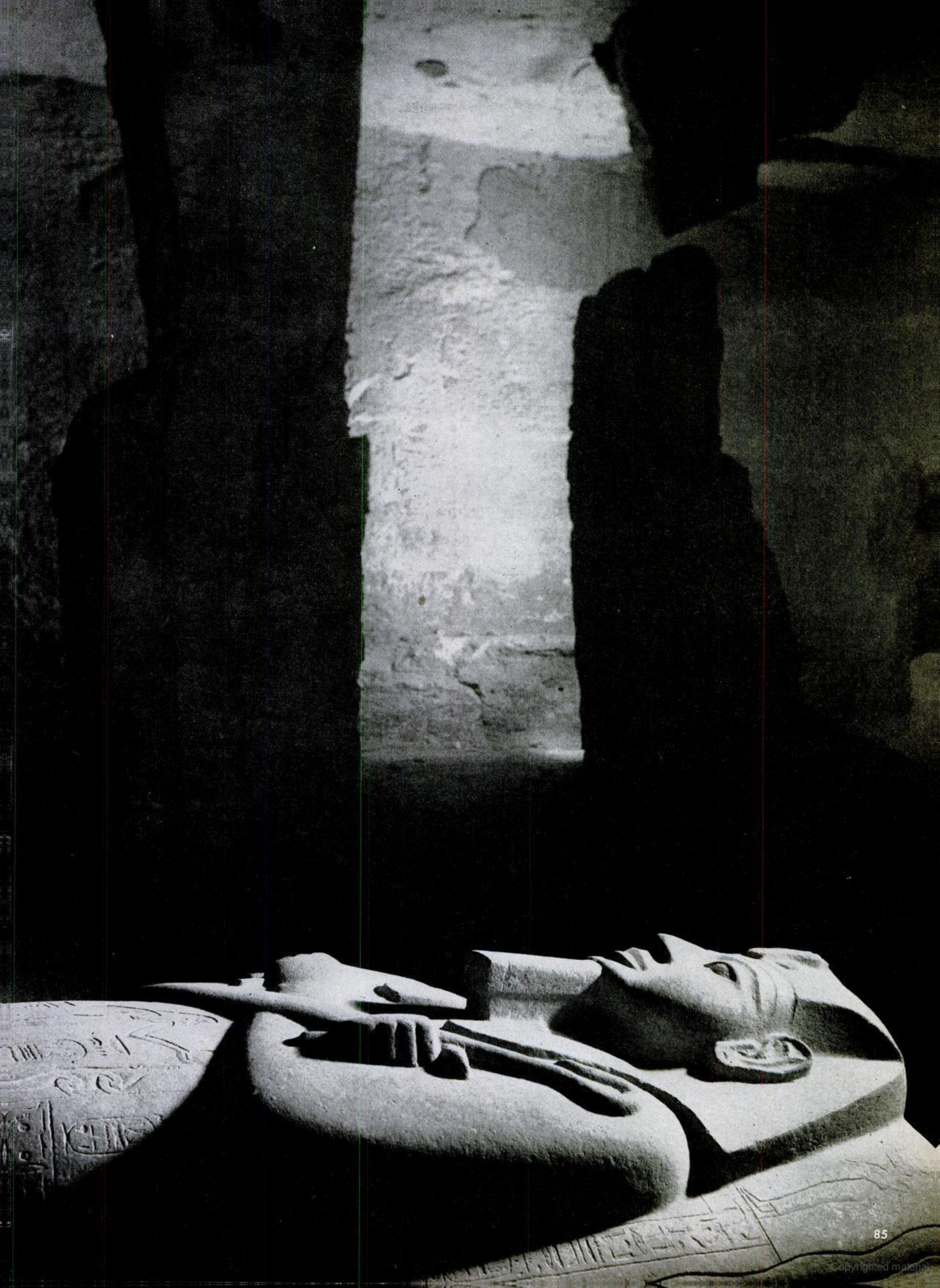
hind him a record of his myths and religion. Like the tomb art of Ramses VI (*above*) and Queen Nofretari (*opposite*), many of these paintings are in the great network of burial chambers in the valleys of the tombs at Thebes. In Ramses' tomb the wall is covered with magic texts which he had to recite in order to get into the next world. Directly above the floor is a frieze of be-headed demons which illustrated how the king should vanquish the fiends of the nether regions. Most royal tombs included portraits of the occupants consorting with the gods. To walk hand in hand with a god was, after all, to be seen in good company and the best guarantee of a pleasant eternity.

THE ART OF EGYPT CONTINUED



AT ABU SIMBEL the massive temple of King Rameses II was hewn out of a sandstone cliff about 1250 B.C. Two colossal pairs of statues of Rameses, each 65 feet high, flanked the entrance. Lesser members of his family snuggle at his feet. At the left lies the head of one statue. Nobody knows when or how it fell.

THE ROYAL REPOSE of Merenptah is portrayed on the lid of his pink granite sarcophagus, which lies today in his burial hall at Thebes. Merenptah was the 13th son of Rameses II (above) and followed him on the throne. His body was stolen from his coffin and turned up in 1898 in nearby tomb of Amenophis II.





DALLAS. Mrs. G. Dulany Lingo, Dallas winner, also won honorable mention on the New York Dress Institute list. Simple shirt-and-skirt costume is typical of her wardrobe.



CHICAGO. Mrs. Philip D. Armour Jr. of meat-packing family poses in a wool afternoon dress, suede ankle-strap shoes. She loves to shop, buys no custom-made clothes.

COUNTRYWIDE BEST 10

Cities select rivals to traditional list of best-dressed

As usual this year the nation's press dutifully printed its annual Christmas gift from the publicity-wise New York Dress Institute—the poll of the nation's 10 best-dressed women (p. 88). As might be expected the list again featured the Duchess of Windsor and Mrs. Harrison Williams, and as usual conveyed the impression that no one in the 2,800 miles between fashion-conscious New York and Hollywood knew how to dress. Reluctant to believe this and curious about the state of fashion in the rest of the U.S., LIFE asked its correspondents in 10



MINNEAPOLIS. Mrs. Philip W. Pillsbury wears a classic tailored suit with cape she imported from London.



SAN FRANCISCO. I. Magnin made this copy of a Dior, of bright-red pleated wool, for Mrs. Robert L. Wiel.



ATLANTA. Local experts liked wardrobe of Mrs. Oliver M. Healey, represented by this tailored gabardine suit.



DETROIT. Mrs. Harold R. Boyer, mother of four, poses in black dinner dress. Lace-topped blouse came from Hattie Carnegie, short satin skirt from her local dressmaker.



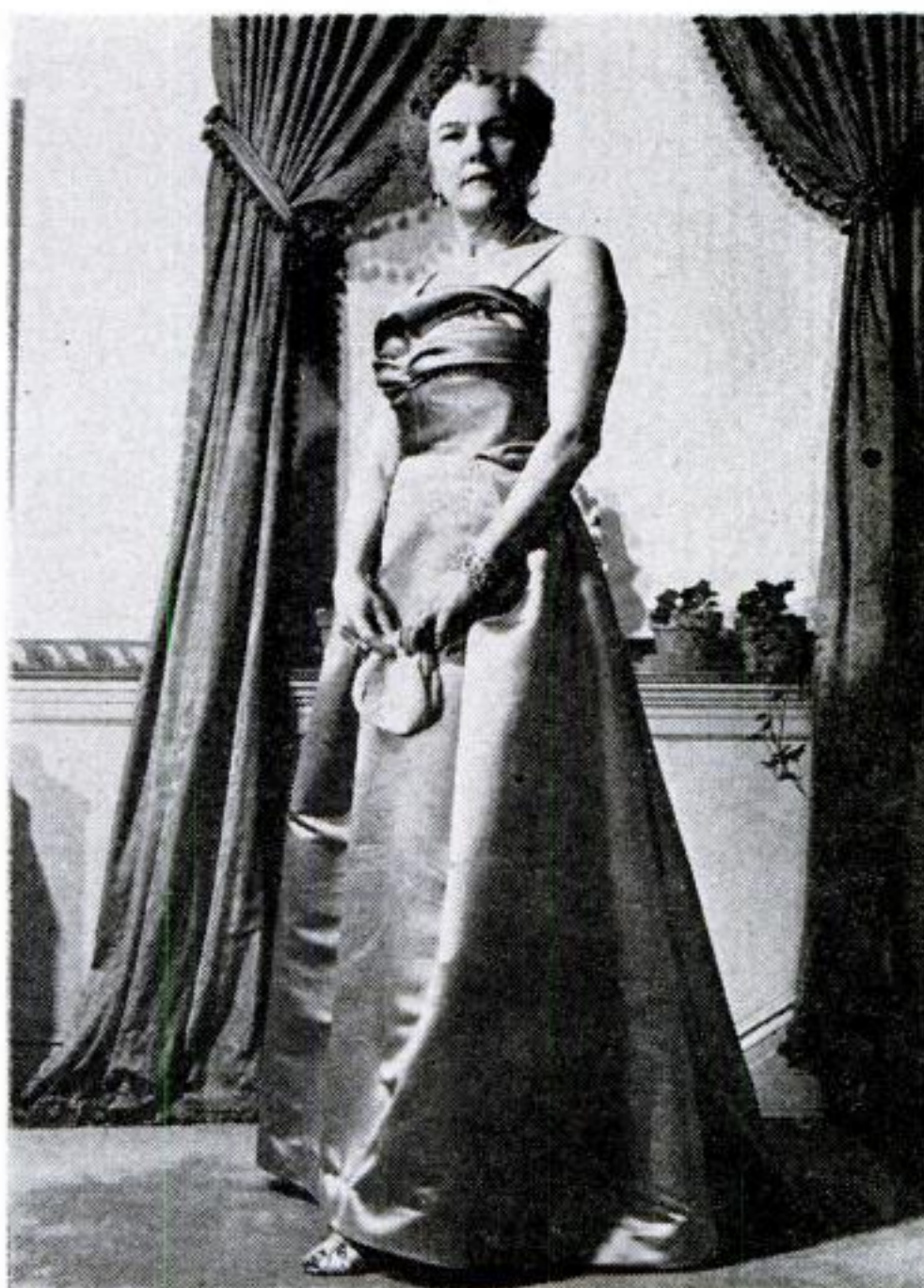
BOSTON. In her Beacon Street home Mrs. Frederick Cameron Church wears new Le-long dress of tulle over chiffon with plunging neckline. Mrs. Church has five children.

scattered cities to conduct polls of their own. Following the procedure used in drawing up the New York Institute list, they made the rounds of the local fashion headquarters, questioning women's-page editors, men about town, country-club managers and anyone else who might have an informed opinion. The winners in this independent, nationwide poll are shown here. Most are women who claim no pretense to fashion leadership but whose steady, unerring and usually classic taste won the local citizens' votes when they stopped to think about it.

Although they own some exclusive French and American costumes, nearly all the women shun New York salons in preference to their home-town stores and local dressmakers, loyally limiting most of their out-of-town purchases to accessories like shoes, handbags, belts. Mrs. Eugene Williams of St. Louis (*below, center*), spoke for the rest when she insisted that she was really not much interested in clothes. Said she, "It's just that I've always felt that since you have to wear clothes you might as well look as well as you possibly can in them."



SEATTLE. Mrs. Boris Kory wears one of year's most successful dresses, with petticoat and Oriental jewelry.



ST. LOUIS. Known for clothes since debutante days, Mrs. Eugene F. Williams wears a Carnegie dress of satin.



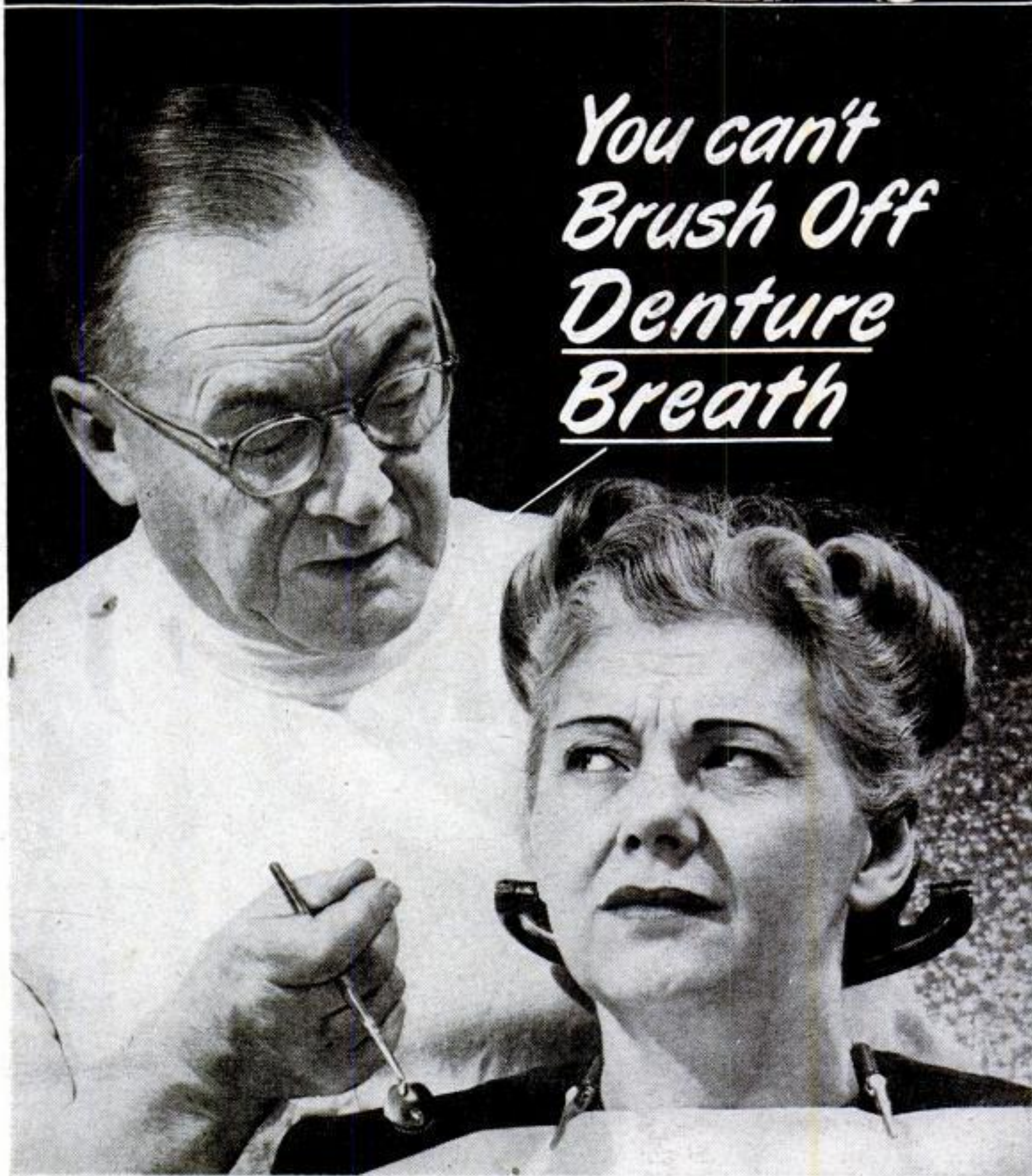
DENVER. Socialite Mrs. Claude K. Boettcher wears taffeta gown brought back from Paris by her dressmaker.

False Teeth?

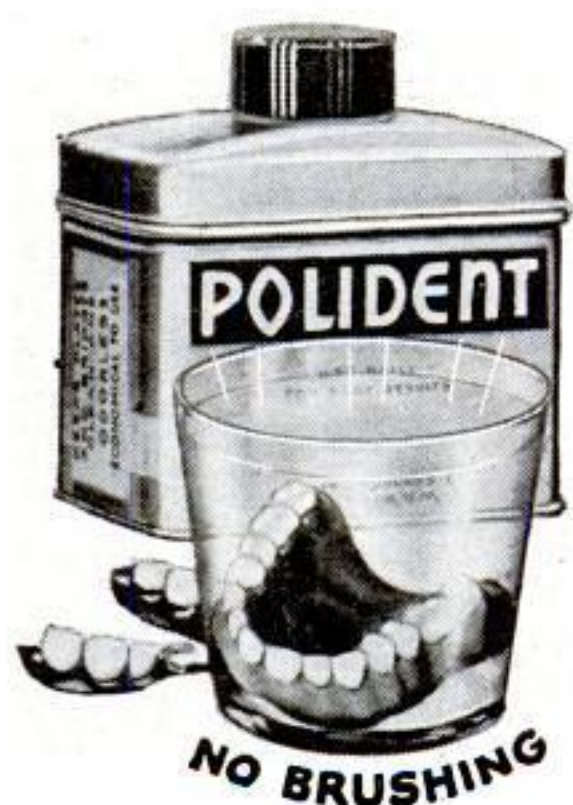
DON'T RISK A "BRUSH-OFF"



*You can't
Brush Off
Denture
Breath*



**Soak your plate or bridge in Polident
to keep it hygienically clean, odor-free**



Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

MOST DENTISTS agree that brushing cannot cure the unpleasant offense known as DENTURE BREATH.

To keep dental plates clean, pure, free of tell-tale odors, more dentists recommend Polident than any other denture cleanser. Gentle, easy soaking in a solution of Polident and water every day is a safe, sure way to avoid DENTURE BREATH—and to keep your false teeth sparkling bright with their original natural look.

Buy an economical can of Polident, world's largest selling denture cleanser.

Use POLIDENT Daily

**RECOMMENDED BY MORE DENTISTS
THAN ANY OTHER DENTURE CLEANSER**

**LOOSE
FALSE
TEETH?**

**Amazing New Cream
Holds Tighter, Longer**
than anything you ever tried
or double your money back

POLI-GRIP
Made and Guaranteed by
POLIDENT

Fashion CONTINUED

THESE ARE "OFFICIAL" BEST 10



DUCHESS OF WINDSOR has topped list three times, placed three.



MRS. WILLIAM PALEY, a Cushing sister, has small, choice wardrobe.



MRS. HARRISON WILLIAMS was first in 1940, the first year of the list.



MRS. W. R. STEWART often wears black to highlight her fair complexion.



MRS. BYRON C. FOY was one of first New Yorkers to adopt New Look.



MRS. JOHN C. WILSON of New York is fond of suits, dressmaker detail.



MILlicent ROGERS, New York, cloaks her fragility with flared clothes.



MRS. HOWARD HAWKS sticks close to hometown Hollywood styling.



MRS. GEOFFREY GATES dresses on a comparatively small budget.



MRS. WILLIAM WALLACE (Ina Claire) of San Francisco likes suits.



Slumberbug
Off to lollipop heaven
in a cradle of
free-floating comfort.



The top for your shape... the bottom for your weight

THE NEW IDEA OF THE ENGLANDER RED LINE MATTRESS

For a half century no construction improvement like this in mattresses.
At last the "double-layer support" essential to restful sleep.
No matter how you sleep you need support for your body position.
No matter how much you weigh you need support for those pounds.
The Englander's upper layer fits your body.
The lower layer fits your weight.
See diagram below, then see the Englander Red Line Mattress
at good department or furniture stores.



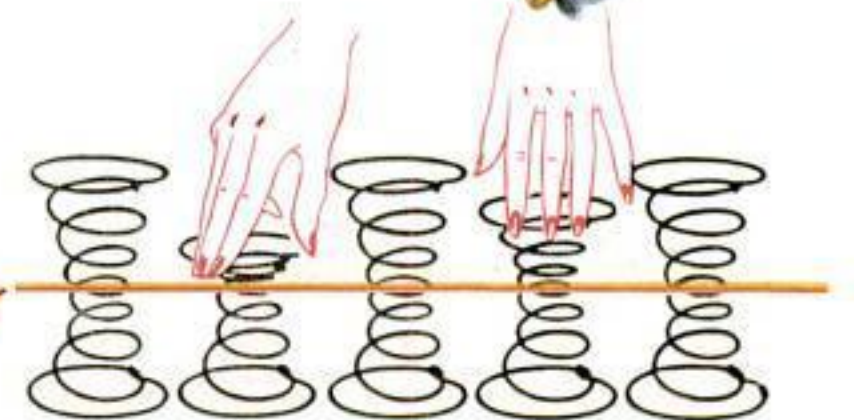
Fitful
The Englander gently yields
to her tossings and turnings—
doesn't resist them.



Twister
Let her squirm and wiggle.
Free-floating springs of the Englander
respond to each twist.



Steam Roller
Quite a load—but those specially
tempered springs of the Englander
can take it.



**Upper layer fits your body
Lower layer fits your weight**

Note how only in the Englander the springs are joined by a flexible ribbon of steel in the center, instead of in the old tied-at-top-or-bottom way. On double beds this new free-floating spring action prevents roll-to-the-middle due to the difference in weight of sleepers.

Look for the only mattress with the Red Line at your dealer's. Englander Red Line Mattresses or matching box springs, \$89.95 to \$59.75. Others as low as \$29.75.



Stately
The Englander certainly upholds
his dignity, his avoirdupois,
and his magnificent contours.



VESSEL ENTERING ANCHORAGE THROUGH DRAWBRIDGE, PHILADELPHIA, ABOUT 1704*

Philadelphia

BLENDED WHISKY

The Heritage Whisky

A HERITAGE TO REMEMBER



"And we also further beg that...so much of the cove, at the Blue Anchor...be laid out for a convenient harbour..."

PETITION OF PHILADELPHIA CITIZENS TO GOVERNOR AND COUNCIL, 1691

By land and sea came the world's bounty, to enrich the fame of Colonial Philadelphia as the birthplace of hospitality. To this day, Philadelphia is synonymous with good living. And in Philadelphia,

The Heritage Whisky, you discover the traditional quality and rich flavor that might justly be reserved for special occasions. Yet you can afford to enjoy Philadelphia Blend regularly and often.

86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION, PHILA.

*From a Series of Historic Paintings Designed for "Philadelphia"—The Heritage Whisky—Famous Since 1894



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DURING THE STORM VOLUNTEER FIREMEN ARE CALLED TO CLIMB A NEIGHBOR'S ROOF AND WET DOWN BLAZING SOOT IN THE CHIMNEY

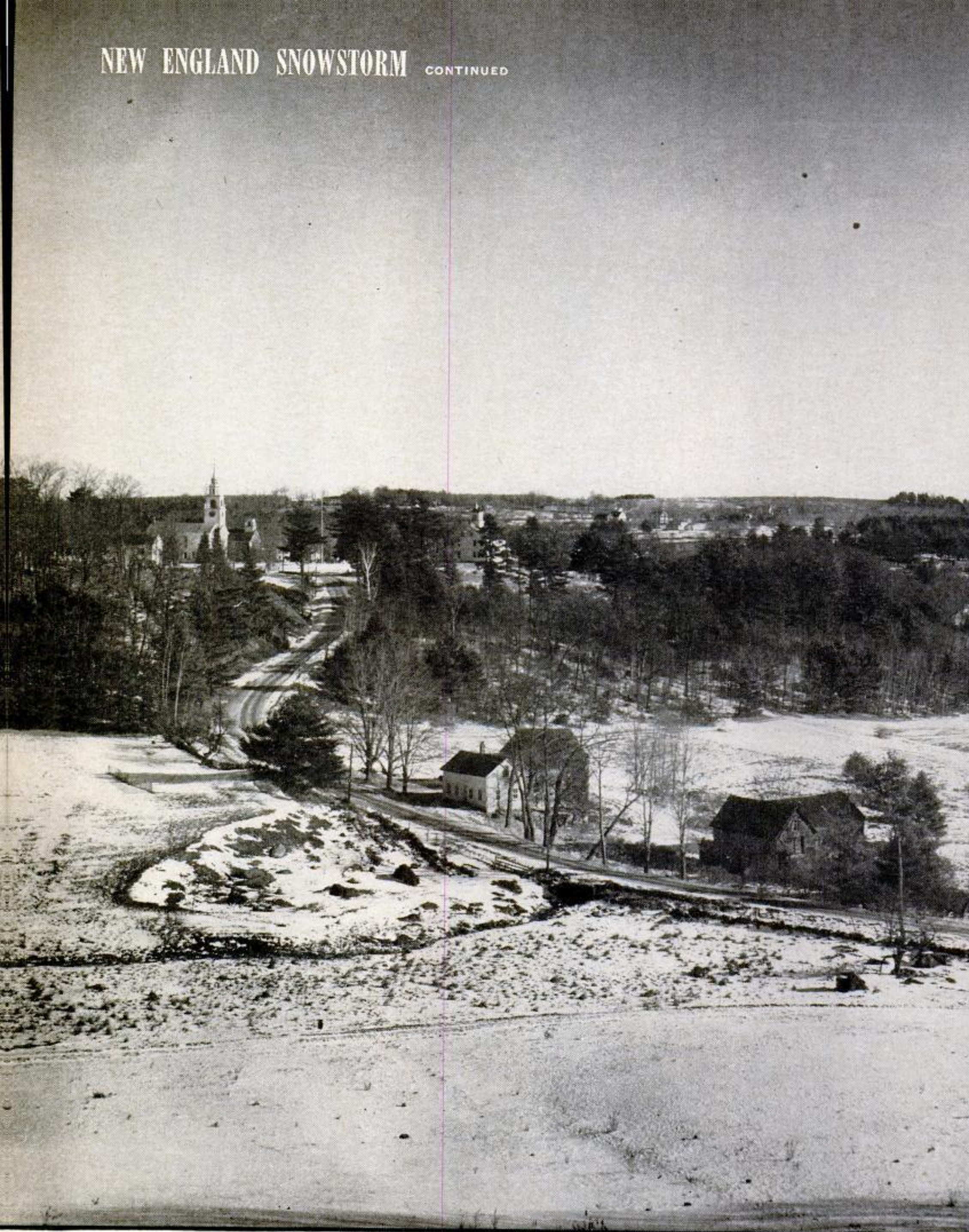
NEW ENGLAND SNOWSTORM

Hancock, N.H. calmly takes the weather in stride

At 9 a.m. on Dec. 26 the sky over the town of Hancock, N.H.—and over most of the eastern U.S. as well—was the gray color of unpolished steel. At 9:30 o'clock with a rising of the wind it came on to snow. At first the light dry flakes slid from the rooftops and glanced off the tall stubble which still protruded above the old snow. Some 2 feet had fallen in preceding storms. Then it began to stick to the shingles and the mailboxes and to build powdery cones on the tops of fence posts.

The sound of footsteps died away as though townsfolk had wrapped flannel on their shoes. Dusk came early, lights went on in scattered houses and the snow kept falling. Stoves swallowed an extra shovelful of coal and fireplaces got an extra log. In Nancy West's house accumulated soot in the chimney caught fire. The volunteers had to come over, climb her roof (*above*) and put out the blaze. The rest of the town knitted, read and listened to the radio. The radio programs were inter-

rupted by special bulletins describing great blizzards in New York and Boston. But in Hancock and a thousand other New England towns nobody got in a swivet. It was only a little weather. It has been snowing in New Hampshire every winter since John Stark went off and joined Rogers' Rangers to fight the French and Indians. Somehow the snow has always melted and spring returned. In this storm the people of Hancock behaved as though they had a notion it was likely to happen again.



AS THE NEW STORM CLOSES IN, REMNANTS OF AN OLD ONE STILL WHITEN THE HILLSIDES

DURING THE STORM ONE LANDMARK AFTER

STORM CLOSES IN

**As the snow smothers the town
the people keep close to fires**



IN THE FREEZING WIND, which piled 3-foot drifts in the road, a townsman flounders home. To keep the highways clear one plow driver worked 43 hours without sleep.

The snowstorm came in over the shallow Monadnock hills. When farmers on Sheldon's Hill looked out of their windows across the hollow toward the town church (*above, left*) they saw black clouds rapidly settling down. Then they did a couple of chores and looked again. They were barely able to see the steeple through the snow (*center*). It snowed all night and finally let up at noon the next day, and there was the church again (*above, right*), looking the way it has for the last 127 years, except that it stood out whiter against the trees. Meanwhile most of Hancock's 631 residents made no more concessions to the storm than they ever have, although Evalina Reavely thought perhaps it was a little cold and had some hot popcorn ready for her brother when he stomped into the kitchen out of the snow. Farmer Julius Pickering's milk cows got hungry right on schedule, so he waded out to the barn and fed them. But the half-dozen winter vacationers at the Hancock House stayed indoors, not too far from the fire, and revealed the fact that they were city folk by talking about the weather.



ANOTHER GRADUALLY FADES OUT OF SIGHT

AFTER STORM TOWN REAPPEARS AND CHILDREN COME OUT TO TRAMPLE THE DEEP SNOW



IN THE KITCHEN Evalina Reavely pops corn on the stove while her brother John shakes snow off his neck.



IN THE INN, near the fire, Marie Champagne quietly tends to her knitting while waiting for storm to blow over.



IN THE BARN Farmer Julius Pickering unconcernedly tilts a 100-pound sack of grain to pour feed for his cows.



FARMER'S OX TEAM HAULS OUT A SNOWBOUND STATION WAGON



TEEN-AGERS SCRAMBLE FOR PLACES ON HAY-FILLED, HORSE-DRAWN PUNG

TOWN DIGS OUT

Ox teams and pungs get cleanup started

After the storm came the work of digging out. Frank Morrow harnessed his oxen and pulled cars out of the snow, and although nobody really wished anybody any bad luck, the fact did remain that the local tax collector was snowed in. Road Agent Foster Avery announced that this snowfall had hit 12 inches, over an old base of 24 inches. But oldtimer Homer Wheeler, who has been "watching the snow, man and boy, for 40 years," came up as usual with another figure. Deeper, he said. From the outlying

farms, families came to town in pungs—heavy-duty sleds with broad runners, used for hauling logs and feed. William Roche got out his sleigh and an 11-year-old trotter named Gypsy which, Roche explained with very little urging, once did the mile in 2:05. A few thrifty schoolboys hunted up their shovels and went to work on the old folks' walks, to make money for the movies in nearby Peterborough. But most of them wisely let the work go for a day, strapped on their skis and headed for the nearest hill (*opposite*).



ENERGETIC SHOVELER blasts a pathway out to his mailbox through knee-deep but light and powdery snow.

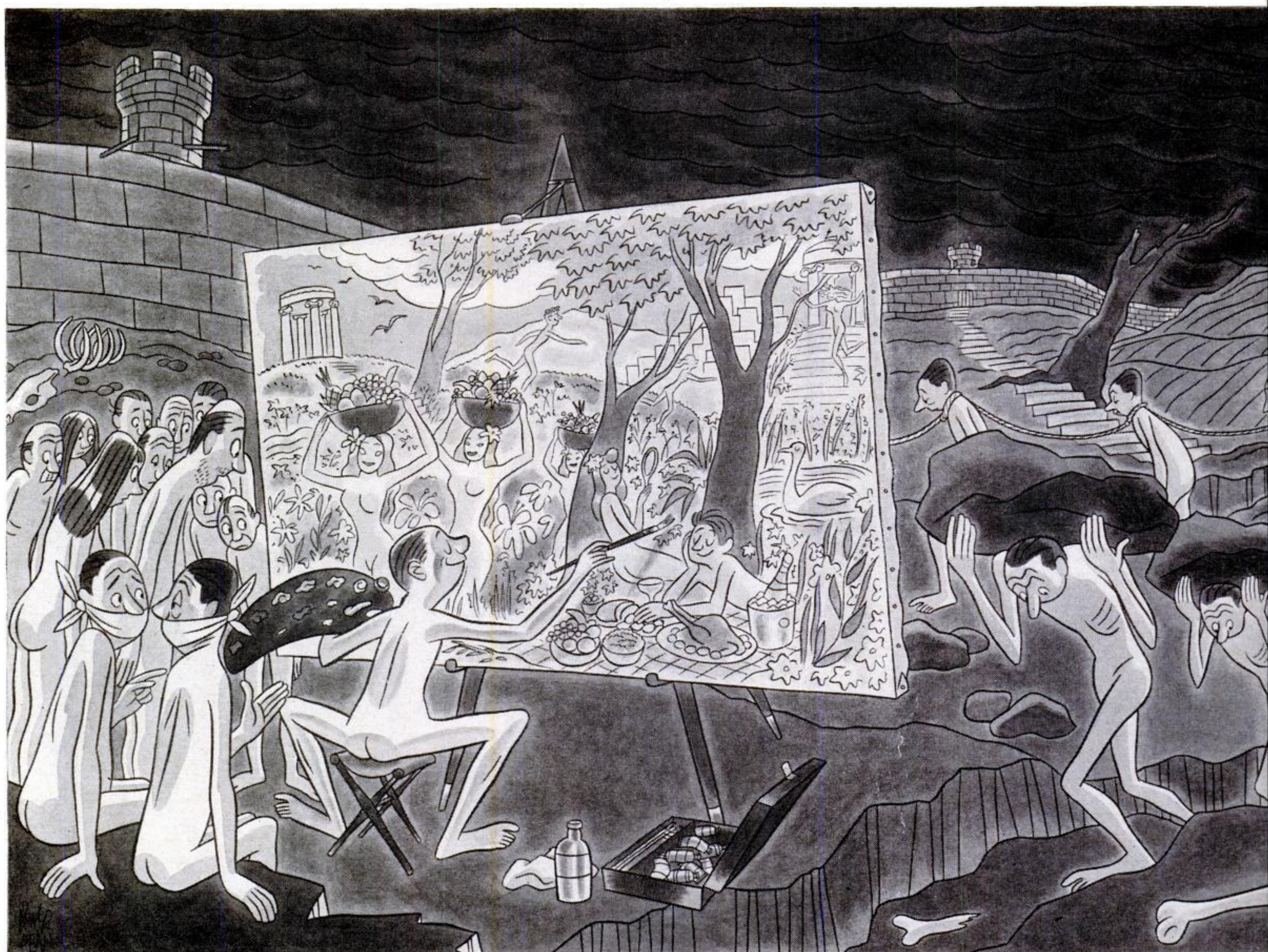


DROOPING HYDRANGEA, marking a buried flower garden, balances a cone of snow on one of its dry blossoms.



HAPPY DOG, tired of staying indoors during the long storm, dances through a drift in his master's front yard.





BEGUILED BY UTOPIAN VISIONS, many wishful thinkers refuse to recognize the facts of socialism as it has worked out in practice. This drawing, by Abner Dean,

shows bewildered men and women, including two who are gagged and so can ask questions only with their eyes, watching a self-deluded, "woolly-headed" artist happily at

The Failure of Marxism

Both socialism and communism, as they actually work out, betray the hopes for the better life that they once inspired

by JOHN DOS PASSOS

NOT long ago I found myself talking to a pleasant and well-informed woman reporter in a newspaper office in a prosperous city in the Middlewestern corn belt. Although the region is usually chalked up as "black Republican" in politics, the paper she worked for wore a "liberal" complexion. I was trying to explain to her that socialism as I had seen it working last summer in Great Britain was not necessarily a force for progress. "But I thought you were a liberal," she kept saying almost tearfully, "and now you have turned reactionary." "The socialists are the conservatives now," I told her, "and the communists are the real reactionaries." But she remained unconvinced. The reason our conversation was so fruitless was that she had decided that certain words like "liberal," "labor" and "rationing" had a virtuous connotation and there was no way of getting her to look directly at the events that lay behind the words.

It was just this sort of wall of incomprehension you used to meet years ago when you argued the right of working people to form unions and to strike for improved working conditions, or tried to explain that we ought to show a sympathetic interest in the social experiments that were going on in the Soviet Union. Then it was the capitalist slogans that were holding the fort; but during the past 20 years a new set of words has gradually become charged with a virtuous aura in the public mind. Now *public ownership*, *planned economy*, *controls* and *socialized* have become words heavy with virtue, while *profits*, *free enterprise*, *investment* and even *dividends* have taken on an evil context that needs to be explained away.

The public mind in America that 20 years ago dismissed unheard anything that smacked of a socialistic notion is now receptive to socialistic notions. Partly this comes from a reasoned change of attitude brought



work reproducing on canvas the scene which is spread before him. Where there is starvation he smugly paints a land flowing with milk and honey, where there is ugliness he

is charmed by beauty, where there is slavery he finds a life of gracious ease, where there is graceless, violent death he sees only a graceful swan placidly swimming in its pond.

about by the success of some of the socialistic measures of Franklin Roosevelt's New Deal, but partly it comes from the unthinking acceptance of the vocabulary of "liberal" propaganda that spread out in ripples from New Deal Washington, becoming vaguer and more confused and more destructive of clear thinking as the ideas that engendered it lost their vitality at the source. It is in this confused region of the popular mind that the communists have been able to carry on their most successful propaganda operations. Thus it comes to pass that the "liberals" who think a man is defeated in argument when they call him a "reactionary" show very little curiosity about the actual functioning of socialistic-going concerns that have come into being in the last 20 years: The "liberal" vocabulary that had some meaning in the 1920s has now become a definite hindrance to understanding events in the world of the '40s.

Exactly 100 years have passed since Karl Marx and Friedrich Engels issued the *Communist Manifesto*, which became the first document in the formulation of modern socialism. Nineteen years later the bible of Marxism, *Das Kapital*, was published, giving immense documentation to Marx's theories that the collapse of capitalism was imminent; that it would inevitably be followed by a socialist utopia.

In the 1920s there were a number of us in the U.S. who were convinced that this doctrine was valid. Those of us who were willing to be called socialists had some definite things in mind that we thought would be achieved

Ever since the '20s, when he emerged as a major American writer, John Dos Passos has been closely identified with liberal and socialist causes. His novels, particularly *The 42nd Parallel*, *Nineteen Nineteen* and *The Big Money*, pioneered the school of realism combined with "social consciousness" which was the dominant new note in American literature. He was arrested for his part in the Sacco-Vanzetti protests; he championed the cause of families of coal miners on strike; he was active in groups set up to aid Loyalist Spain. After his experiences in Spain he wrote *Adventures of a Young Man* (1939), a novel satirizing American radicals of the Stalinist variety. In this article Mr. Dos Passos reviews the recent record of socialism, drawing upon his rich experience and in part upon his survey of conditions in socialist Great Britain, which he reported in "Britain's Dim Dictatorship" (LIFE, Sept. 29).

if ownership of industry were taken out of the hands of the finance capitalists and vested in the community. We thought public service could be substituted for money profit as the driving motive of human behavior. We thought that with the ascendancy of an antimilitarist working class throughout the world war, and the threat of war would be replaced by peaceful cooperation in international affairs. Of course it must be admitted that we were caught by the illusory belief that revolution would install utopia. We were carried away by the blind enthusiasm for a new dispensation at hand that was sweeping the masses of the Western world.

The revolutions have happened and regimes and empires have crashed in the mud,

but the old problem of how to control man's domination by man remains unsolved.

Enough socialized systems and institutions have been going concerns over a long enough period of time for us at least to begin to get some idea of how they are working out. It's a most curious comment on the blindness induced by dogmatically held beliefs that in all the avalanches of print for and against socialism and free enterprise there's so little comparative examination of capitalist and socialist organizations; there's so little effort to try to discover how they work out for the men and women directly involved.

First let me give an example of a socialized institution that seems to me to have been a success. Rural electrification was one of the New Deal's pet projects. It encouraged the establishment of local committees that gave a

ACTORS' FACES



HENRY HULL demonstrates why actors' faces are extra-sensitive. Removing heavy stage make-up can be a slow, painful process—and hard on the skin. No wonder so many stars rely on gentle Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY HENRY HULL SHAVES WITH SOOTHING WILLIAMS SHAVING CREAM

"It's only natural that rubbing off stage make-up should make an actor's face sensitive," says Henry Hull, now appearing in the United Artists' production, "A Miracle Can Happen." "But I still get smooth, easy shaves when I use Williams Shaving Cream. It never stings or irritates."

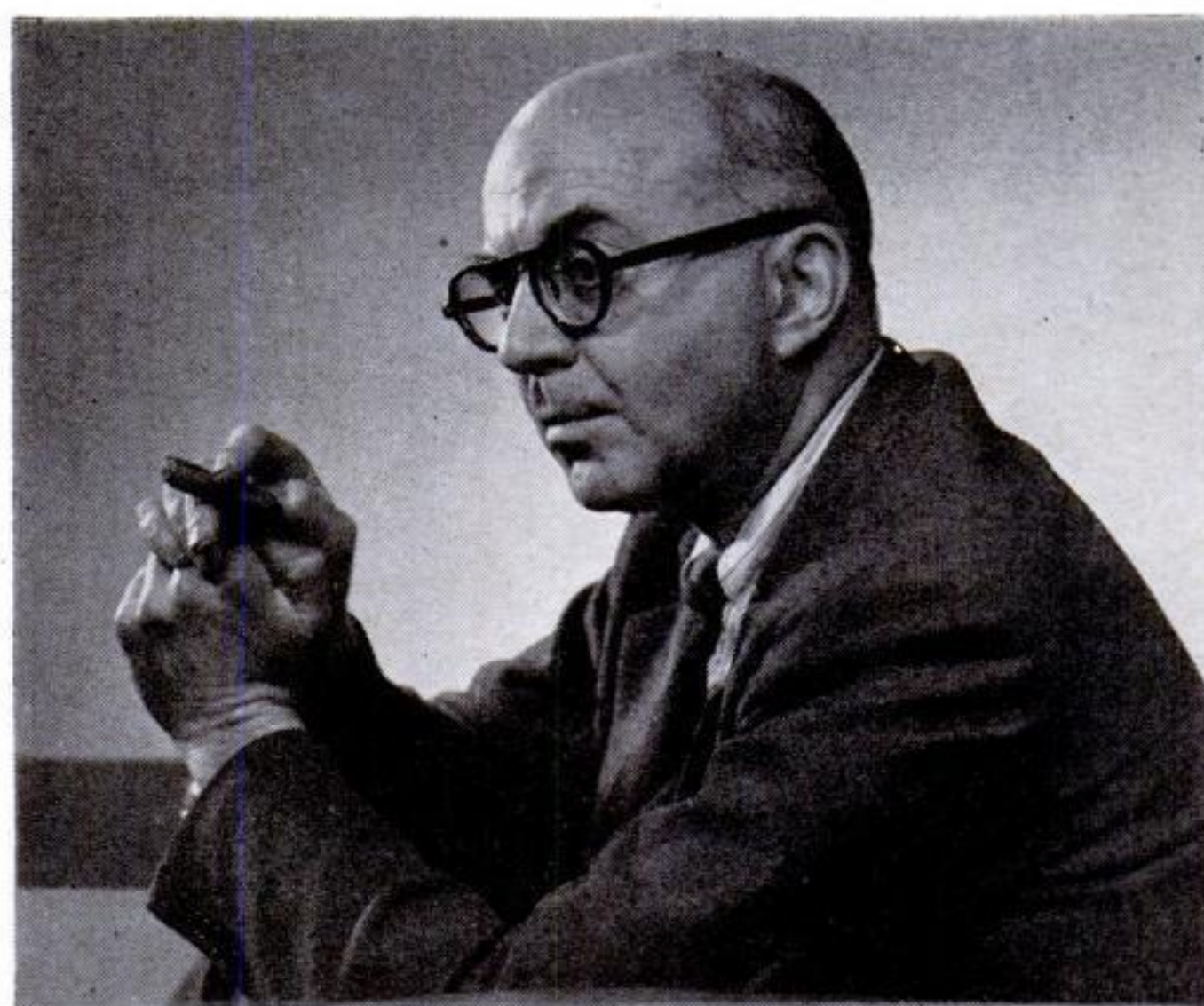
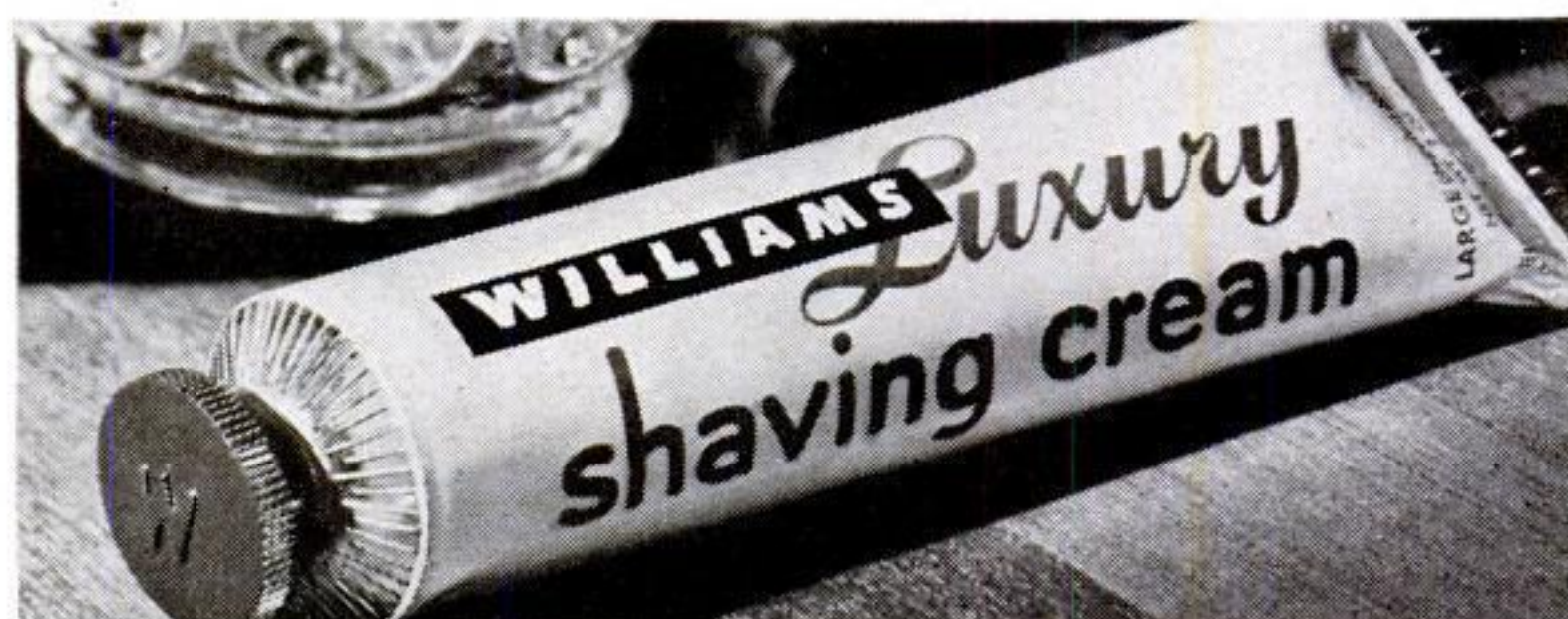
A shaving cream can be gentle to the skin only when it is made of mild, top-quality ingredients—blended carefully as a doctor's prescription. And that's how Williams is made . . . with a

unique skill resulting from over one hundred years' experience.

Smooth, comfortable shaves

Williams creamy lather softens tough beards *completely*. It lets your razor shave closely and cleanly, leaves your face feeling smoother and refreshed. Get a tube of Williams today.

Lather or brushless? If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier, richer Williams Brushless Cream.



JOHN DOS PASSOS posed for this portrait last week in New York. He is currently at work on a new novel which will be a sequel to his *Number One*.

FAILURE OF MARXISM CONTINUED

much-needed impetus to local self-government in a very important field. Not only did it furnish increased electric service all over the country but by its brisk competition it shook the private companies out of their lethargy, so that they greatly increased their service too.

At the other end of the scale in the experience of the average American come the Army and the Navy. We are not accustomed to thinking of the Army and Navy as socialized institutions but that is exactly what they are. We all admit that in the times of ruin and rapine in which we live we can't do without these vast engines for waste and destruction, but I've yet to meet a veteran of either of these services who thinks that the Army way or the Navy way or even the Air Force way is the best way of running human affairs. About the best face we can put on our military establishment is to say that in spite of its cumbrous bungling it has so far managed to defeat our enemies in battle, and that up to now our civilian setup for production has been so monstrously efficient that we've been able to afford the waste of materials and the frustration of individual effort that the military system implies.

As citizens of a self-governing community it is our first duty continually to be asking ourselves what it is we want from our institutions.

At home in America we have seen enough of the working of socialized enterprises, successful and unsuccessful, to begin to understand the basic problem. We must realize that from the point of view of the well-being of men and women the contradiction is not between "capitalism" and "socialism" but between the sort of organization that stimulates growth and the sort that fastens on society the dead hand of bureaucratic routine or the suckers of sterile vested interests. We should by now have learned that the road must be kept open for experiment. We should have begun to learn that no society is stronger than its weakest members. By our habit of government we are committed to trying to keep a rough balance between the demands of different sections of the population. We haven't solved the problem of defending every man's freedom against domination by other men, but we have made a little bit of a beginning.

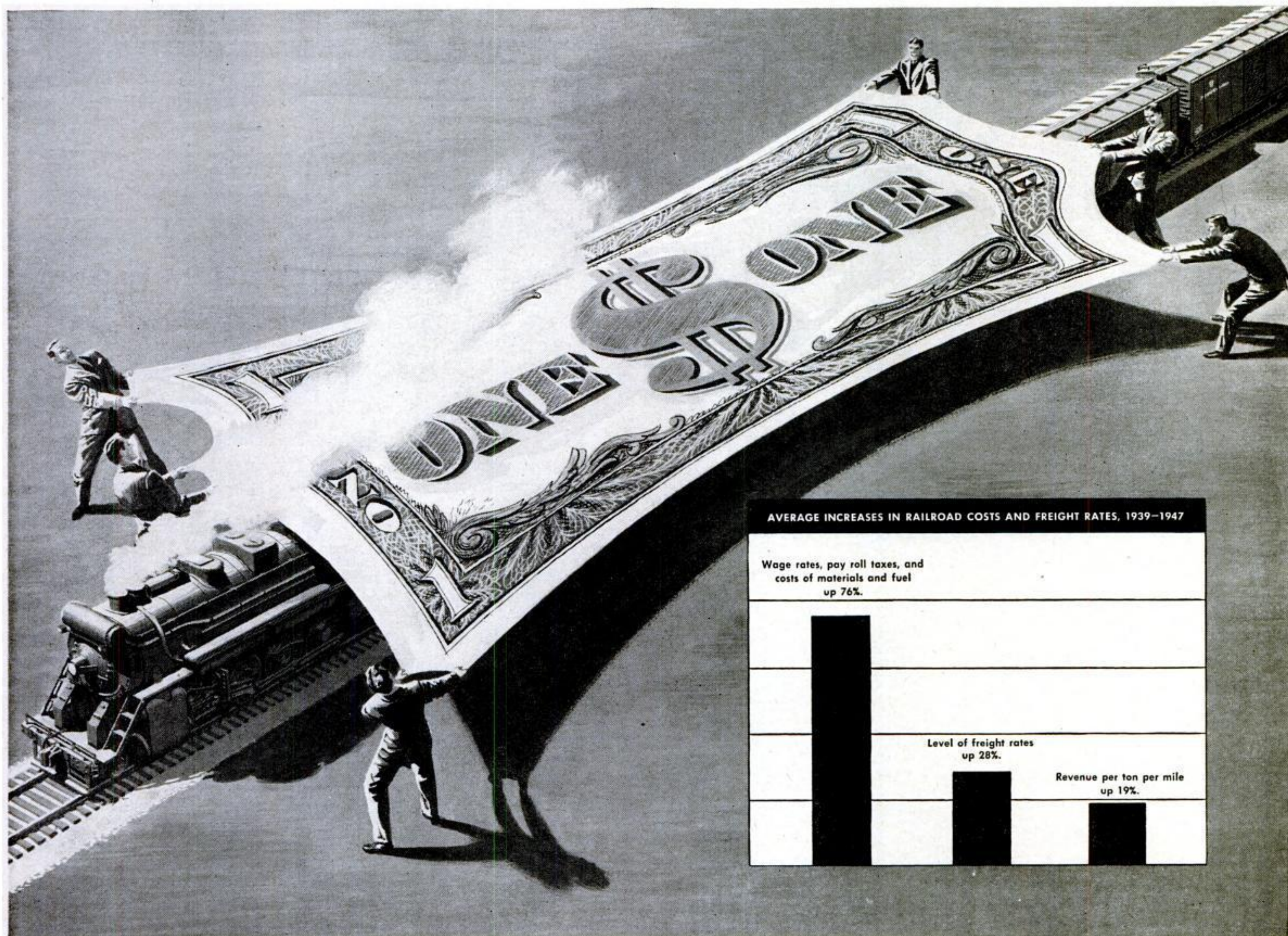
The museum of socialist failures

THE rest of the world is becoming a museum of socialist failures. Our first problem now is to understand clearly the needs of our own society and its relationship to the shaky socialized regimes of Europe and to the regime of the law of the club that centers in the Soviet Union. To do this we must free our minds of the stale and rotting verbiage left over from the noble aspirations of oldtime socialist theory.

It was failure to see the world clearly on the part of Franklin Roosevelt and his advisers that deprived us of the fruits of our wartime victory to the point that the things Americans hold most dear are in greater peril today than on the dreadful afternoon of Pearl Harbor. The responsibility for this loss of the peace lies not

CONTINUED ON PAGE 100

The Railroads' Dollar can't stretch any further, *either!*



In 1947 the railroads hauled—for you—more tons of freight more miles than ever before in time of peace. They actually moved more carloads than in the peak year of the war.

The dollars you paid the railroads for this service have had to do a lot of stretching, trying to cover increased wages, higher prices, more taxes—and to leave enough of a return on the money now invested in railroads to attract the further investment necessary to provide still better facilities.

With the greatest peacetime traffic in history, the railroads earned in 1947 only a little more than half the return they need to attract this investment.

Why? Because since 1939 railroad wage rates and pay roll taxes—and the prices of fuel and materials—had gone up almost three times as much as the prices railroads are permitted to charge.

But with faith in the future, railroads are going ahead with their postwar improvement

plans. They are buying all the new freight and passenger cars, all the rail, all of many other essential items they can get.

Everybody looks forward to the better service of the future—but *tomorrow's* railroads depend upon *today's* earnings.

To make sure that railroads keep abreast of the nation's needs, they must be permitted to charge prices in line with the cost of providing their essential services.

Association of American Railroads

WASHINGTON 6, D. C.

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Little Lulu says... Compare tissues—compare boxes—and you'll see why Kleenex* is America's favorite tissue. You pull just one double tissue at a time . . . up pops another!

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To keep your hair beautiful and healthy, beauty experts and dermatologists have gone on record that a pure castile, particularly one with olive oil, is best.

And Conti Shampoo is made only with 100% pure castile and pure olive oil.

So, why trust your hair to any other shampoo—particularly when Conti is so downright economical. Buy a bottle of Conti Castile Shampoo at any drug, department or variety store—today!

Conti never dries out the hair or scalp
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LABORATORY RESEARCH
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undeniable results:

**Hair Shampooed with
CONTI**

- ✓ RINSES QUICKLY
- ✓ SETS BETTER
- ✓ HOLDS WAVES LONGER
- ✓ HAS MORE BODY
- ✓ HAS LESS TENDENCY TO FLY



PARENTS OF BRITISH SOCIALISM, Sidney and Beatrice Webb, are enshrined among the British Empire's great in Westminster Abbey (LIFE, Jan. 12).

FAILURE OF MARXISM CONTINUED

only in the small group of political leaders in Washington but in the whole body of thinking Americans whose thinking had just not caught up with the times.

The basic reason for this national failure was that as a nation we had forgotten that our sort of self-governing community can survive only in a world where new avenues for men's ingenuity and enterprise are constantly opening up and where the areas of individual liberty are expanding. We had forgotten that liberty, like peace, is indivisible. We had forgotten that the only sensible foreign policy for the U.S. was to encourage liberty and oppose oppression.

While not forgetting our own shortcomings, if we are to catch up with the times and to see clearly the hideous world of growing servitude—a world of slavery like chattel slavery in the old South and the slavery of ancient times—which we have helped produce, we must understand the workings of the enemies of liberty and peace. The chief of these, in power and efficacy, is the government of the Soviet Union.

Wilson and Lenin

WHEN the Communist revolution exploded in Russia in the fall of 1917 the first World War had settled down to a stalemate along the trenches in northern France. The stubborn resistance the French were putting up to the equally stubborn German invasion was bleeding Europe to death. Among the rank and file of all the armies the feeling of mutiny against the senselessness of the butchery was rising to desperation. At that time two separate flares of hope appeared on the eastern and western horizons. In Washington Woodrow Wilson announced his Fourteen Points and in Petrograd Lenin and Trotsky fired the hungry and disorganized Russian mobs with the belief that communism would bring them peace, land and food. No one who was in Europe in '17 and '18 can ever forget the surge of crazy confidence in the future that swept the Continent when Armistice Day came and the fighting stopped.

The people's trust in the American way faded as Wilson let himself be trapped into the stale committee rooms of the old men of Versailles, but from Russia came leadership and decisive action. While in Paris they haggled about oil and superannuated boundaries, Lenin let Finland and the Baltic countries form their own governments, let the conscript soldiers go home, distributed land to the peasants and encouraged the formation of workers' soviets,

CONTINUED ON PAGE 102



*SILVERBLU MUTATION MINK

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fur as fabulous as the new
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MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get Minit-Rub—today, in the jar or the new handy tube.



PRODUCT OF BRISTOL-MYERS

The Modern Chest Rub



FAILURE OF MARXISM CONTINUED

or councils. To many of us at the time these soviets seemed to be a new organ for self-government. For a moment it looked as if the working class under Marxist leadership would succeed in renovating Europe.

It was not to be so easy. The old vested interests of Europe banded together for their own protection; by backing the reactionaries in the Russian civil war they ruined the hopes of free development for the new social system. The Communist party hardened fast into a military caste. The soviets and trade unions in the Soviet Union, instead of developing into organs of self-government, developed into machines run by a tightly organized and fanatically dogmatic Marxist minority for the domination and exploitation of the masses. Lenin threw overboard the humanitarian baggage of Western socialism, an act symbolized in the transfer of the capital from European Petrograd to Asiatic Moscow. The civil war became a struggle for order, any kind of order. The only order the Russians knew was despotism. From the czarist autocracy the Communist government inherited the secret police. Individual liberty had hardly a breathing spell before it was stamped out again, first in the unorganized mass of the people and then, as Stalin struggled for power against Trotsky, within the Communist minority itself.

By the early '30s the social organization of the Soviet Union resembled much more the slave-run military autocracy of the Ottoman Turks than it did any of the European blueprints for a socialist utopia. This reaction to methods of government that had gradually been losing favor among civilized men for 500 years was accompanied by the building up of one of the most extraordinary propaganda facades in history. A constitution was promulgated on the Western model. The entire vocabulary of Western self-government was borrowed and applied to the machinery of despotism.

Utopia—with secret police

BY killing off the old European-trained Communists and exiling Trotsky, Stalin cleared out of the Kremlin the last traces of Western humanitarianism. The organization of a free self-governing socialist community, which had been the first aim of the Russian revolutionists, was pushed forward into the future, when the millennium should come. Through the pull of this millennial dream Stalin's regime managed to retain its grip over the aspirations of a large part of the European working class. The Communist party, appealing through this basic utopian dogma to the emotions of confused and tortured people, backed and kept in line by the ruthless and skillfully exercised authority of the secret police, managed to create one of the most efficient machines for the dominating and exploiting of mankind the world has ever seen.

It seems likely, from what we hear faintly through the screen of lies that hems in the Soviet Union, that there the illusions have lost their power in the face of the regime's failure to produce even the rudiments of decent living for its subjects, and that the Kremlin now rules a depraved and exhausted people by brute force. Outside the Soviet Union, however, the utopian illusions of communism still dominate many men's hopes and dreams. Even some Americans opposed to the communists still talk as if it were an excess of progressiveness and idealism that caused Russian socialism to fail. We find Frenchmen and Americans and Canadians, in all other respects apparently capable of sane and normal thinking, who are willing to turn their backs on the traditions they were brought up in and to give their allegiance to the Kremlin, even to the point of committing treason. The success of the aggressions by the Soviet state in the last few years rests in great part on the Kremlin's command over adherents and sympathizers in the outside world. Largely because the rest of the world has not understood it the Russian socialized state has been allowed to develop into a military force for pillage and conquest. Still the faith of many of our "liberals" in the Kremlin's idealistic aims has not faltered.

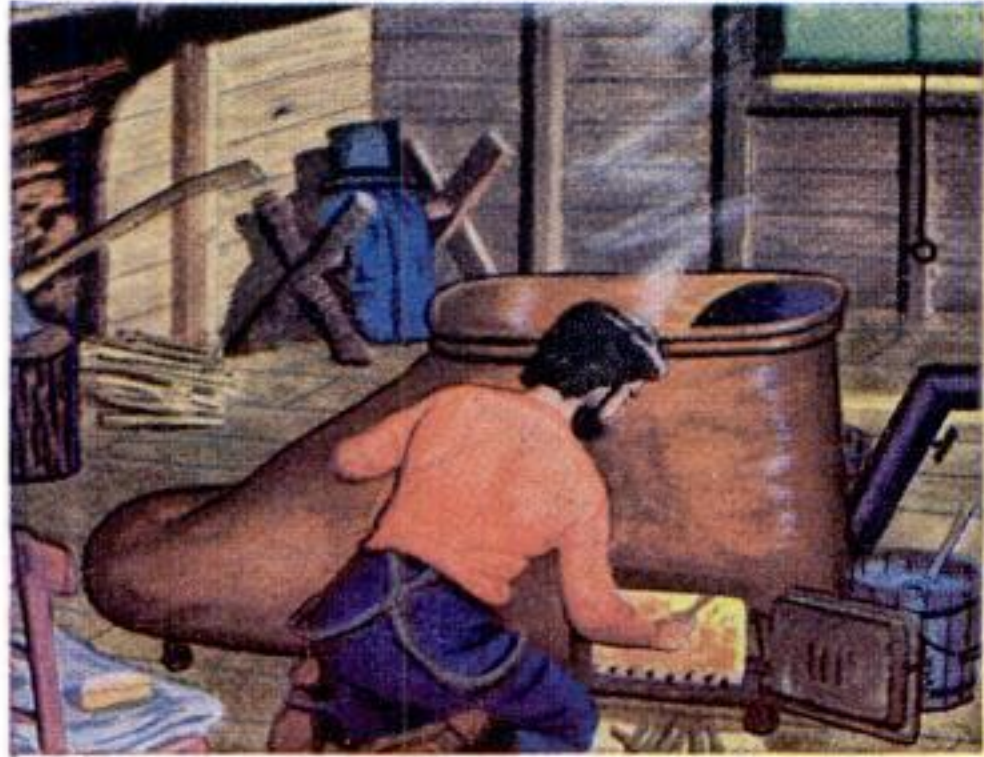
Those of us who believed in socialism in the '20s hoped it would promote self-government, expand individual liberty and make for a wider distribution of the good things of life. It is obvious even to Mr. Henry Wallace that the Soviet Union is not the place to look for these things. Not even the American communists really claim any of these achievements; what they say among themselves is that present miseries will be atoned for by the regime of justice and bliss that will be established once communism has completed its conquest of the world.

The Russians are barbarians, the Western socialists will tell you; in England it will all be different.

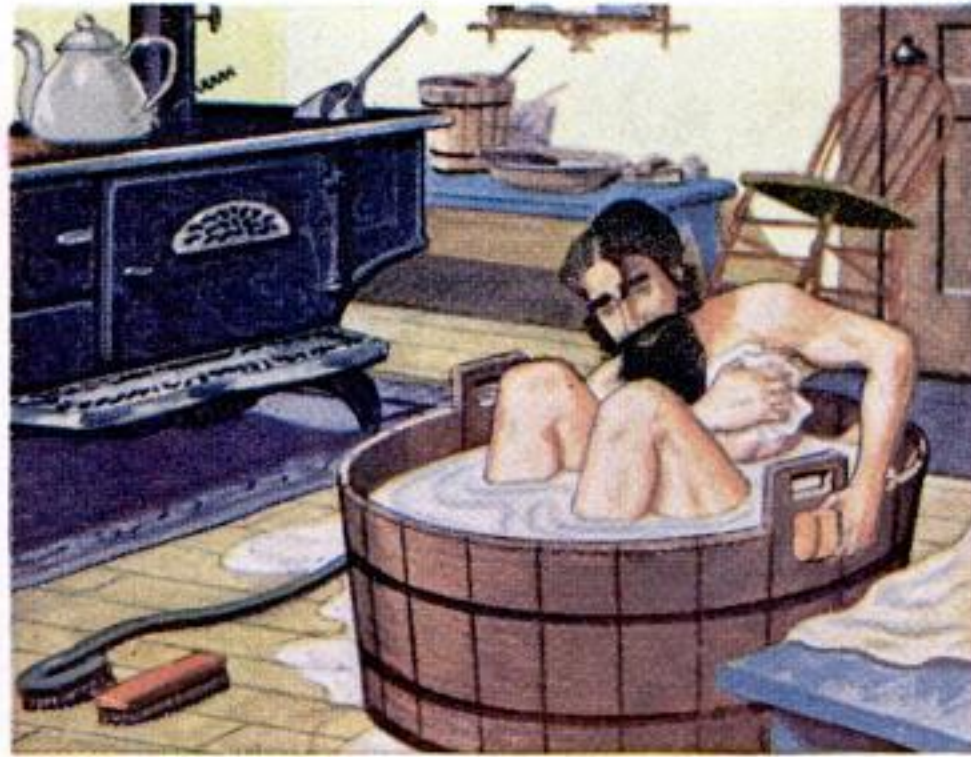
How different is it? If you go around Great Britain asking questions of as many different kinds of people as possible, as I did last

CONTINUED ON PAGE 105

Secrets of your tub and shower



1858 **Imagine** squeezing yourself into great grandfather's boot-shaped tub. Careful there! Put out the fire that heats the water before you climb in. When the name Corby's came to Canada, this copper contraption was about tops in bathing luxury.



1881 **And do** you remember those Saturday night baths in the kitchen? No fancy frills, but the good old washtub did the job. Many Americans depend on it today—just as they did in the 23rd year of Canadian fame for the name Corby's.



1894 **Only** a brave soul would dare the terrors of a cold shower. The foot treadle of this gadget gave you exercise as you bathed. Corby's was a Canadian name with 36 years' standing when showers caught the public's fancy.

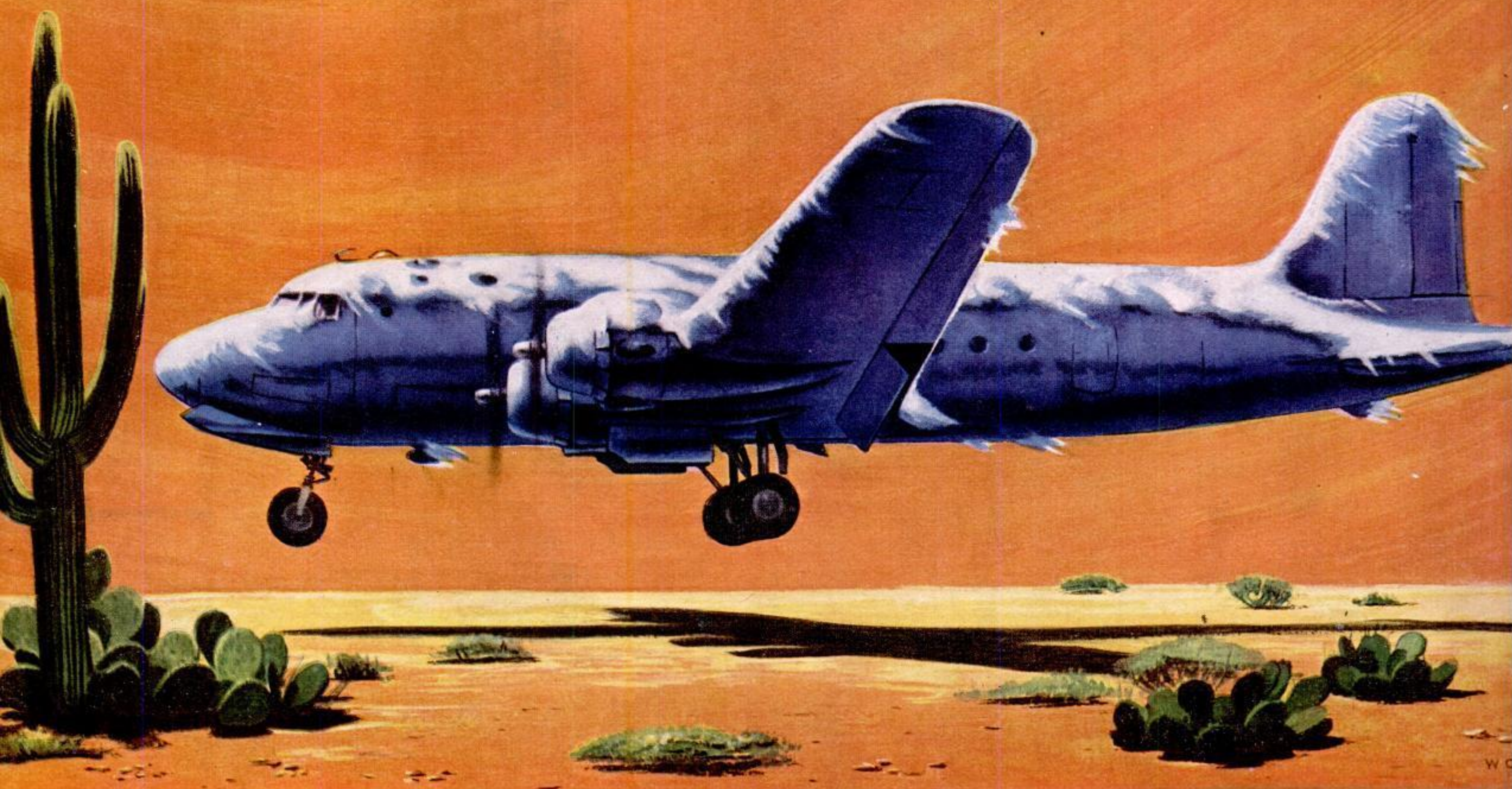


1948 **Needle shower** at the club or lazy bubble bath at home—take your choice. As a bather you get a break. Even the average home now boasts an unbelievably luxurious bath by yesterday's standards. It's all typical of the better way of life today. *And so is Corby's.* This light, sociable whiskey with a grand old Canadian name is a wonder at mixing. And man, a Corby's highball is something special. Try Corby's—you'll see what we mean.



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86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co., Limited, Peoria, Illinois



TODAY'S TEMPERATURE: HIGH, 250° LOW, -80°

● Symbol of the extreme conditions in which planes must operate, you see a modern sky giant ice-coated in the desert . . .

In one flight, the mechanism of an airplane may meet temperatures ranging from "250 above" to "80 below." That's twice as hot as a Death Valley scorcher . . . and colder than the Yukon in winter. But *lubricants* must continue to *lubricate* . . .

Ordinary grease becomes hard as a hickory nut at excessively low temperature. Under heat, it melts and runs. So it was a triumph over Nature when Shell scientists produced greases with all-weather, all-temperature stability.

New AeroShell Greases developed by Shell scientists don't congeal, as they lubricate the bearings of aircraft control surfaces at altitudes above 30,000 feet and temperatures 80° below zero. And on the bearings of electric motors, running "hot" as 250° as they activate control surfaces, these new greases don't run away from the job.

For the aircraft industry, these greases—able to meet all weather and temperature conditions—provide greater freedom in the designing of modern planes for faster, safer, high-altitude flying.

Combining selected petroleum molecules with fortifying agents—to produce "laboratory samples" of greases with all-weather performance—was only the first step in the Shell Research job.

Absolute uniformity of such products—*produced in quantity*—was the critical measure of final success. To work this one out, Shell scientists built a pilot plant unlike any other—a grease-making factory complete in every detail, but only about 1/100 normal size.

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Manufacture of new AeroShell Greases is only one research achievement by which Shell demonstrates leadership in the petroleum industry,

and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

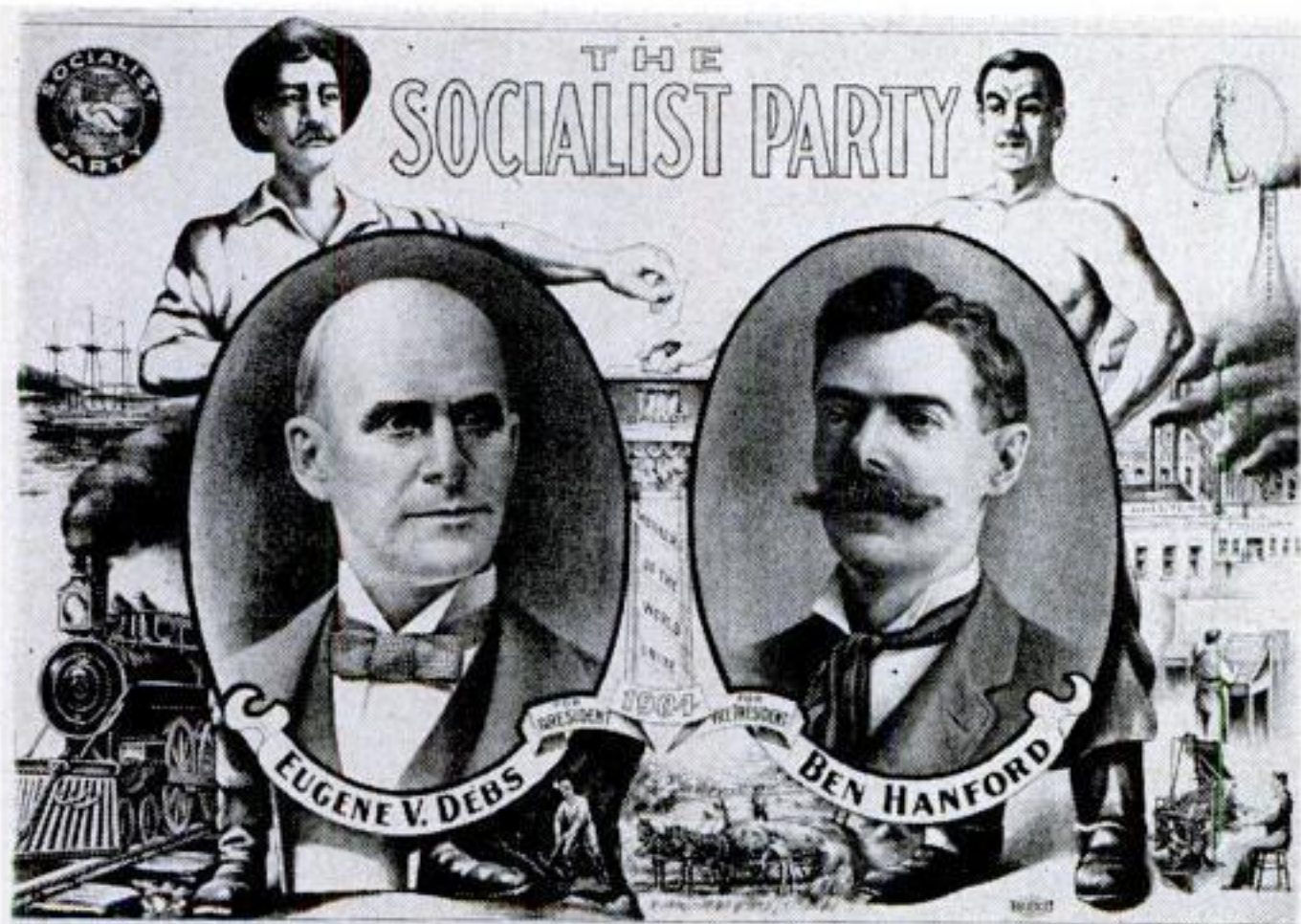
Out of leadership in Research ... Shell X-100 Motor Oil

You get a share of the advancing knowledge of Shell scientists when you have your crankcase refilled with Shell X-100 Motor Oil.



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*Horizons widen
through
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FATHER OF AMERICAN SOCIALISM, perennial presidential candidate Eugene Debs (left), is shown on poster with 1904 and 1908 running mate.

FAILURE OF MARXISM CONTINUED

summer, you sense that in its ultimate implications British socialism is turning out to be not so very different from the Russian brand. Of course there's not the gory police terror of Stalin nor the Hitlerian pomp and parade through which the Kremlin daily expresses its power over the bodies and minds of men. There's not the proselytizing enthusiasm of a quasi-religious dogma that accompanies the agents and armies of expanding Russia. There's not the daily and visible and universal servitude; but neither has socialism brought any broadening of personal liberty. On the contrary: personal liberty in Great Britain has been contracted.

The very humane and well-intentioned people who are running the Labor government are the first to deplore the losses of liberty you bring to their attention. They reassure you with pious hopes that the "direction of labor" measure, which limits the individual's right to work where or when he likes, will be only a passing phase. Listening to these pious hopes, I couldn't help remembering similar reassurances from equally humane and well-intentioned Russian communists who used to tell me, in the early days, that military communism was a passing phase which would disappear as soon as reactionary opposition was crushed. Thirty years have gone by, and military communism marches on to fresh massacres. A man has a right to ask the British Labor party whether 30 years from now direction of labor won't be the cornerstone of a new system of exploitation of the productive workers by a new ruling class.

If there is one thing that mankind should have learned from the agonies of the last four decades it is that it's never safe to do evil that good may come of it. The good gets lost and the evil goes on.

Distribution of poverty

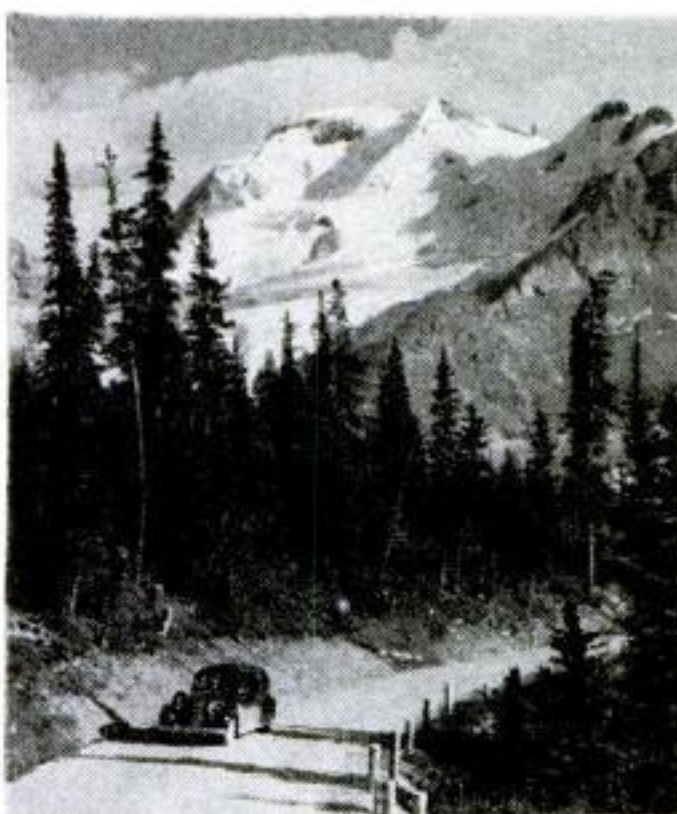
OF course we must admit that the present situation of the people of Great Britain would be difficult enough if a choir of arch-angels, superhuman in brains and in self-abnegation, had assumed the government. The island's economy was built up as the processing and financing center of an empire which has irrevocably gone. The class that had ruled that economy through control of the government, ownership of the land and domination of centralized finance and industry had become overweeningly rich and powerful. In their wealth and self-satisfaction the owners of Britain neglected to keep their industries tooled up to date or to protect the standard of living of their working people or to conserve their natural resources. When the Labor government came in after the war it inherited a concern that had long been bankrupt.

Government control of virtually the entire economy had already been instituted during the war. About all the Labor government has done is to amplify the wartime apparatus of bureaucratic management. The living standards of the working people who were Labor's chief constituents had improved during the war, and the Labor government has continued that improvement, particularly for the lowest-paid third. Because there isn't enough to go around anyway, this has been done at the expense of the middle class, traditionally the nursery of British brains and initiative. Virtually everybody has been reduced by high taxes and high prices to the same bare level of subsistence. Incentive for effort and innovation

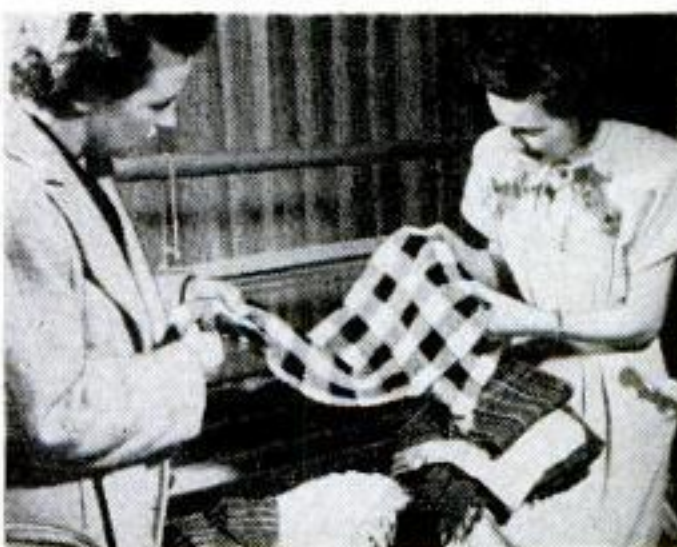
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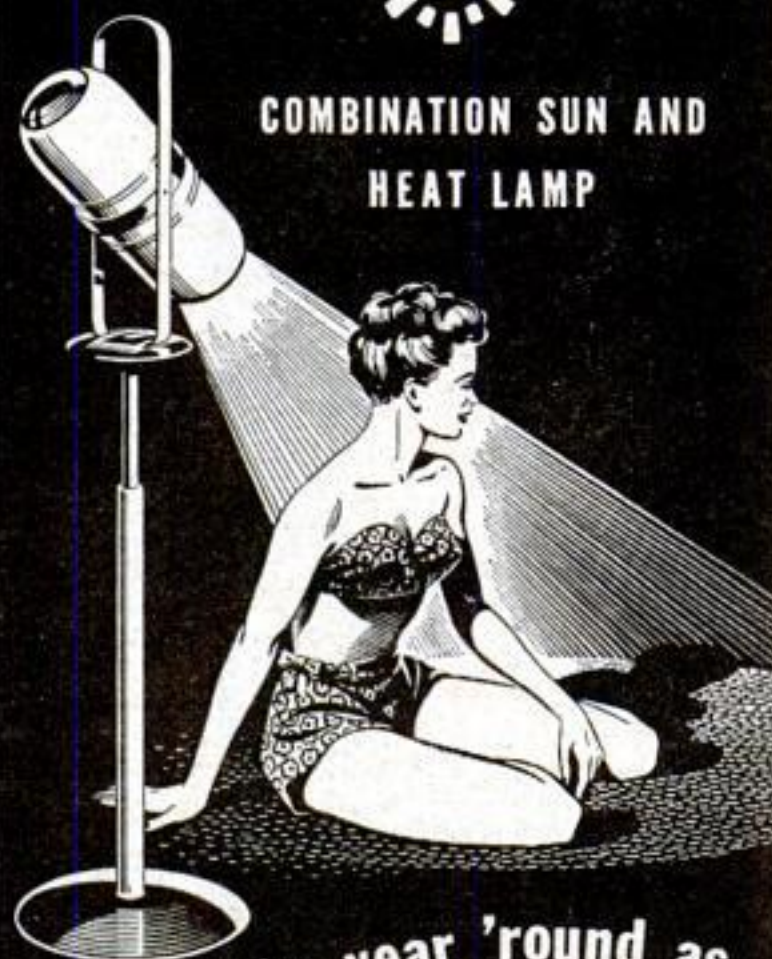
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FAILURE OF MARXISM CONTINUED

has tended to disappear. A man is better off if he soldiers along in the shop and spends his Saturdays betting on the races than if he works himself sick trying to rise in the world. The more his income rises the more taxation will take his earnings away from him and the more he'll feel the dead weight of the bureaucratic tangle hampering his every move.

Bernard Baruch's remark, that socialism might not succeed in distributing wealth but would certainly distribute poverty, has never been better exemplified. Up to now socialism in Great Britain has accomplished very little more than to freeze the bankrupt capitalist economy at its point of collapse. Its bureaucratic machinery, operating along the lines of the machinery of bankrupt capitalism, has not been able to stimulate the sort of revolutionary initiative and thoroughgoing reorganization of the economy that might give the British people a chance to escape from their dilemma. Socialism has acted as a brake instead of as a stimulus to enterprise.

Man does not live by bread alone, the socialists will tell you. The answer is that as strong as the urge to eat is the urge to exercise power over other men. In the past British institutions have done a moderately good job in curbing this deadliest of instincts. But in spite of political democracy British capitalism too often gave too much power to people whose only social gift was the knack of accumulating money. Now British socialism gives too much power to people whose only knack is getting themselves elected to offices in trade unions. At the same time the liberty of movement and the freedom of action that allowed people to escape from under the heel of the capitalist have been seriously weakened.

The wrong leaders

ENGLAND has a new ruling class. Added to such remnants of the old ruling class as have remained in office through holding administrative jobs in government, industry and the civil service, is an infusion of new blood from the trade-union leadership, leavened by an occasional intellectual who has talked or written his way into office. Now, the main training of trade-union officials is in hamstringing production for the purpose of wringing concessions from the owners for the workers. Neither idealistic intellectuals nor civil service employees have any training in industrial production. The result is that at the very moment when the British people need to throw all their energy into discovering new ways of producing food and clothing and housing and export goods, they find themselves in the hands of a ruling class that is hampered by tradition and training from doing anything effective to stimulate production. In recent months there has developed a tendency to give technicians an increasingly bigger share in policy-making, but on the whole Britain's new ruling class tends to be so blinded by the utopian glamour of the word "socialism" that it has found it difficult to envisage the problem which confronts the nation.

Well if the government can't help them, why can't they help themselves? The British people, in my opinion, represent in themselves at this moment just about the highest development of Western civilized man. In the middle and upper classes you find a higher level of education than we have reached in America. The level of individual skill and craftsmanship in most trades is higher than ours. In the professionally trained part of the population, though there may be some flagging of creative spirit, there's still a great reservoir of first-rate brains. The British people proved themselves to be still a great people by the dignity and discipline with which they fought off the German air attacks during the war. This great highly trained, highly disciplined and civilized nation is in danger of dying of inanition because in all the elaborate structure of the state there are so few cracks left where individual initiative can take hold.

The British will tell you that they are "quite free, quite." But we don't need to believe them. When a man can't change his job without permission from someone sitting at an office desk, when he can't perform any of the normal operations of buying and selling necessary to carrying on a business without a complicated correspondence to secure licenses from the Board of Trade, when he can't appeal to the courts from administrative decisions, when he can be sentenced to jail for refusing to work in the mines, he's no longer a free agent. The Briton still has his secret ballot in parliamentary and municipal elections. He's free because he can vote, he'll tell you. Unfortunately the record of history tends to prove that it's very doubtful whether the vote alone, without economic and personal liberty of action, has ever protected any people against the exercise of arbitrary power.

A sinister footnote to the loss of concern for individual liberty



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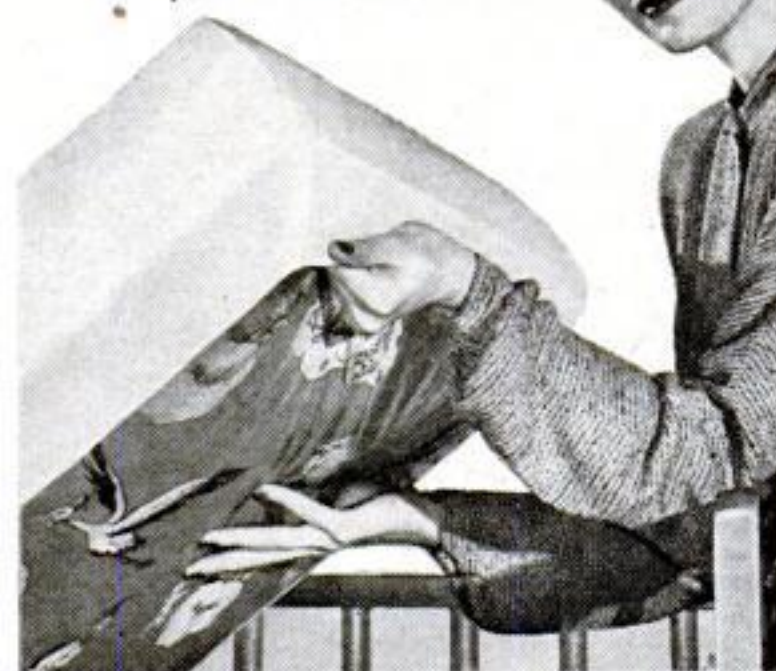
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for permanent fit!



FAILURE OF MARXISM CONTINUED

that seems inevitably to follow the socialization of enterprise appears in the growing toleration of new forms of slavery. We are growing used to the stories of the vast slave camps in the Soviet Union and its satellite countries, but it comes somewhat as a shock to find the humane British tolerating the use of gangs of German prisoners to do agricultural labor. In all my conversations with farmers in England last summer I found only one man who disapproved of the practice. The farmers paid the prisoners' wages to the government and the government allowed the prisoners nothing more than pocket money. The farmers found that they got more work out of the prisoners if they fed them a hot meal in the middle of the day, but they didn't seem to feel that the working of prisoners of war in this way constituted a backsliding in civilization; most of them regretted that the prisoners would soon be sent home. The wages of agricultural workers in England have been much improved in recent years and the socialists take justifiable pride in this achievement. The question they didn't ask themselves when they tolerated the enslavement of the defeated Germans was how long a highly paid plowman or tractor operator would be able to compete with slave labor.

This brings us squarely up against the dilemma of our time. Under the cover of the dazzle of socialist illusions, and just at the moment when our technology is opening up the certainty of really widespread well-being in material things, the masses of mankind are being plunged back into a regime of misery and servitude such as has not existed in the West since the days of serfdom. We can't go on forever blaming on war damage a situation that results from the fact that socialized economies have not been able to produce. So far the socialized economies, instead of opening up new aspects of self-government and broader reaches of liberty for the individual, have backslid with dizzy speed into aboriginal oppressions. In the Soviet Union, failure to solve the problems of production at home has thrown Russian communism into a dangerous habit of aggression upon the rest of the world. As for Great Britain, we can hope that they will find a way to combine socialism with liberty, or at least that the failure of the socialized economy to provide its people with a decent life at home will produce a new explosion of British migration and colonization that will transmit to the future world of the West the valuable heritages of English culture. In America what we don't want to forget is that we won't have any Western world fit for a free man to live in unless we keep the avenues open for the freedom and growth of the individual man in the constantly proliferating hierarchical structure of modern industry.

Socialism is not the answer to the too great concentration of power that is the curse of capitalism. We've got to do better than that.



THE ENEMY OF SOCIALISM is portrayed as a bloated, rapacious hog in this 1912 cartoon by Art Young, foremost socialist cartoonist of his times.

EYES TIRED?



TWO DROPS



QUICK RELIEF

Just put two drops of gentle, soothing Murine in each eye... then quick as a wink tired eyes feel wide-awake and... oh, so very rested. You're ready for work or play again... your eyes cleansed and refreshed. Murine—a scientific blend of seven important ingredients, is absolutely safe and should be used as often as your eyes tell you to.

MURINE
FOR YOUR EYES



Candy is Energy Food
Enjoy some every day

... IN BOX, BAR OR BAG

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One North La Salle St., Chicago 2, Illinois



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name in power-lawn-mowers

'MOTO-MOWER'!

Why push a hand mower when you can drive a "Moto-Mower"... builders of quality power mowers for twenty-nine years... write for literature and the name of the nearest dealer... a MOTO-MOWER is worth waiting for...

The... sizes 19" to 71".
MOTO-MOWER
DETROIT 1, MICHIGAN
... since 1919 *Company*

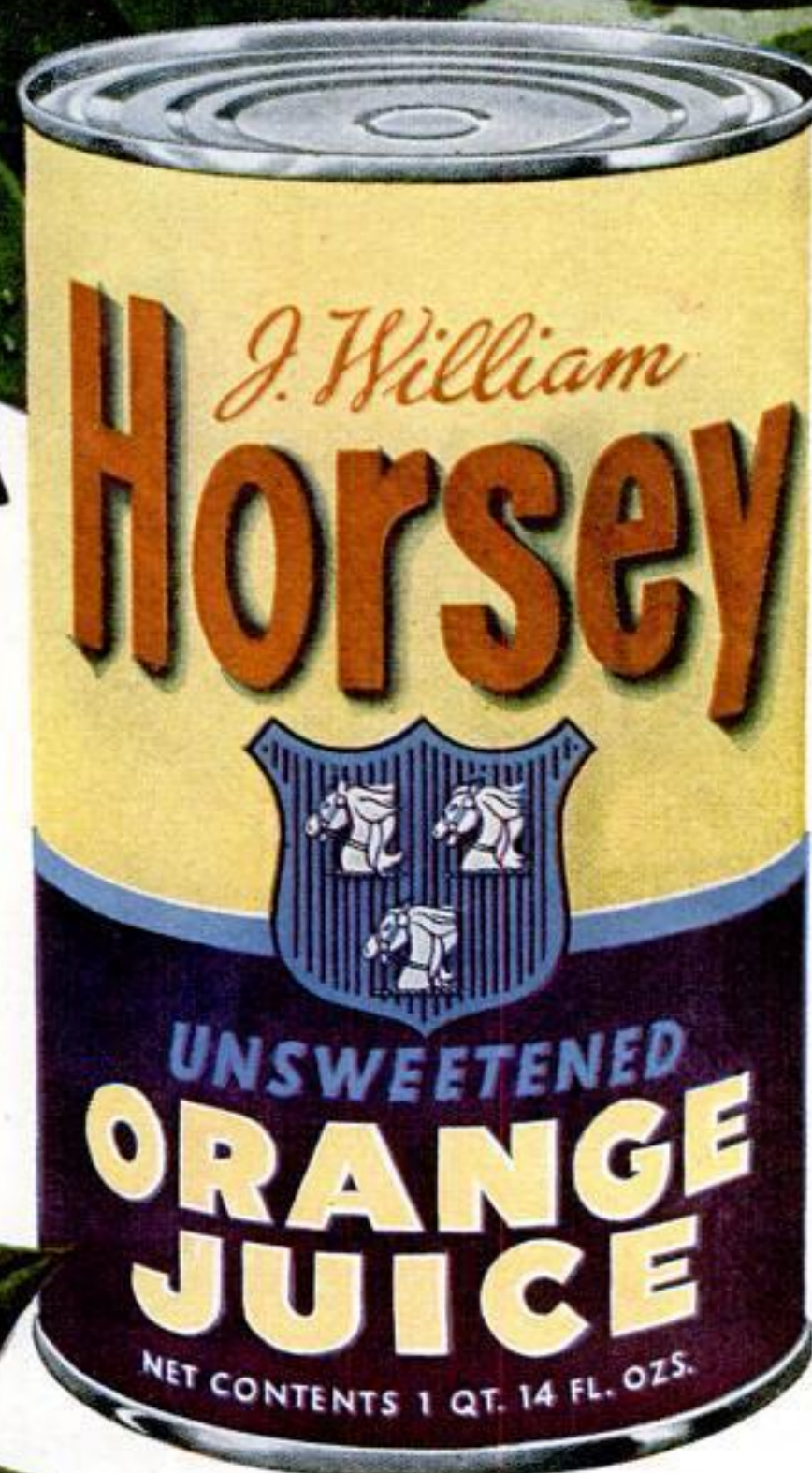
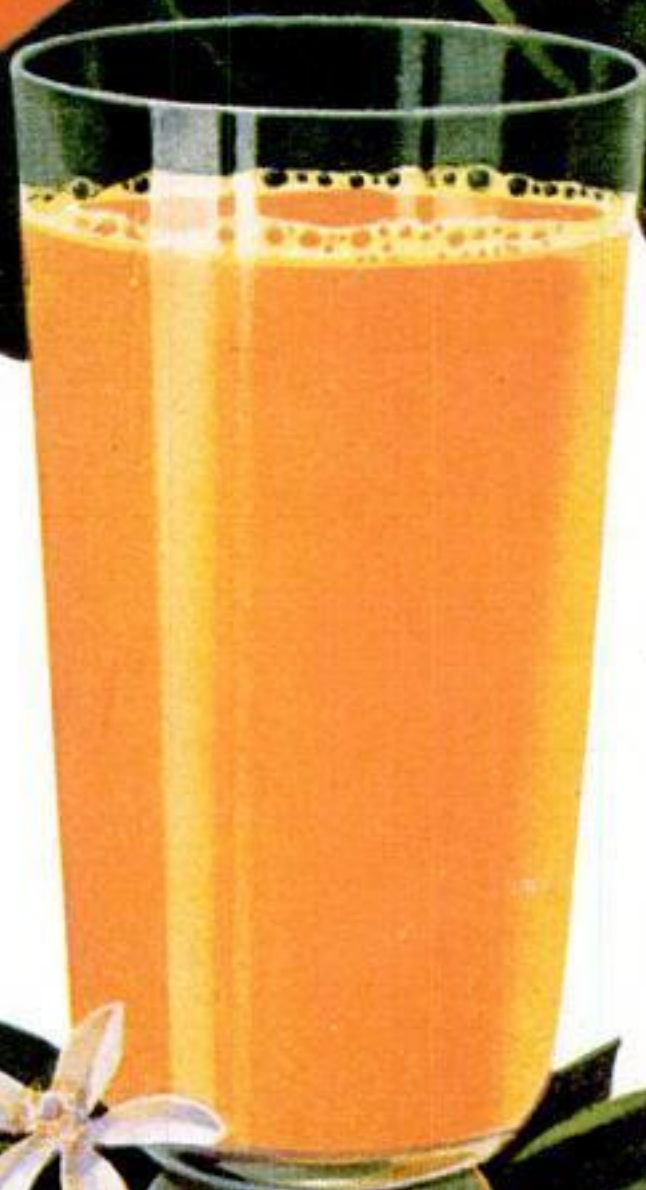
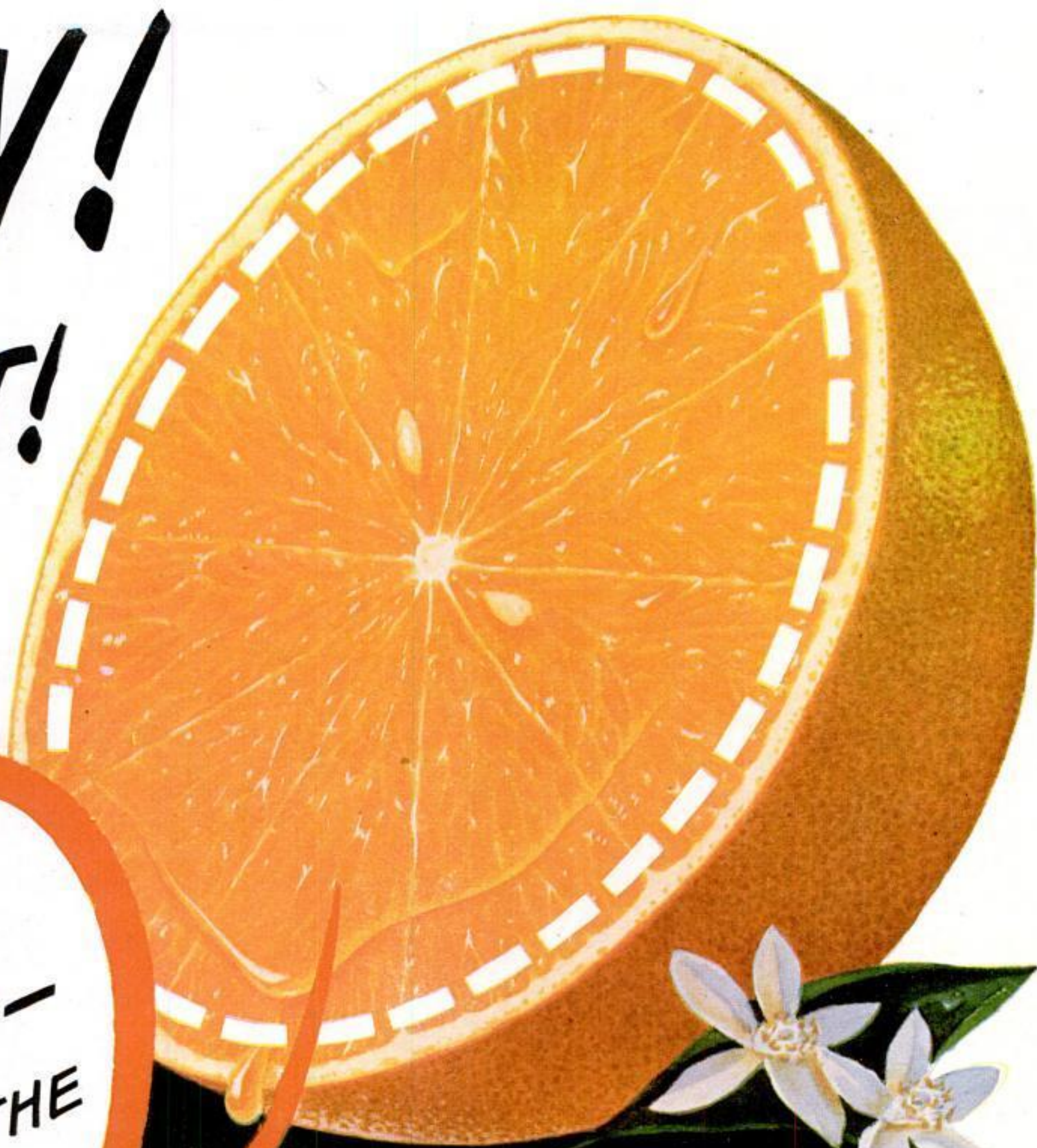


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IT'S DIFFERENT!



**"ONLY
THE SWEET-
HEART OF THE
FRUIT"**



It's *all* flavor—*natural* flavor—an extra-quality, fresher-tasting orange juice, made with "only the sweetheart of the fruit." You see, J. William Horsey Orange Juice comes to you from within the "flavor-line" (see illustration). That's what makes the big difference! And you can taste the difference in your first glass. Ask your grocer for this delicious orange juice today.

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J.W.H. CORP.

J. William Horsey Corporation

Tampa, Florida

TRY THESE OTHER DELICIOUS PRODUCTS: Grapefruit Juice
... Grapefruit and Orange Juice ... Grapefruit Sections ...
Orange Sections ... Orange and Grapefruit Salad ... Lime Juice



TASTE TREAT TO SHARE...

What a treat to taste! What a pleasure to share... Milky Ways for two...or three...or more! For, everyone enjoys that rare taste blend of the thick, milk chocolate coating...the golden layer of smooth, creamy caramel...and the soft, chocolate nougat center, richly flavored with real malted milk. Here is a truly thrilling candy treat, right down to the last delightful flavor that lingers in your mouth. When you crave good candy, eat a

Milky Way





\$100

FOR \$100 NOVELTY JUGGLERS MORAN AND RILEY DO FAST WORK WITH INDIAN CLUBS, FUNNY PATTERN AND A BOOMERANG HAT THAT ALWAYS WOWS CUSTOMERS

TALENT MARKET

The last survivors of vaudeville
hawk their wares for club dates

The venerable art of vaudeville, which has for years been prolonging its death agonies, last month suffered its most painful defeat. The only remaining vaudeville house on Broadway, Loew's State, ousted its live performers in favor of all-movie entertainment. But the Indian-club twirlers and yodelers still have hope. They can find bookings at banquets and conventions, which Broadway calls "club dates." Most of the club dates are booked through agents who handle dozens of acts and, for a

profit, try to keep their performers from starving.

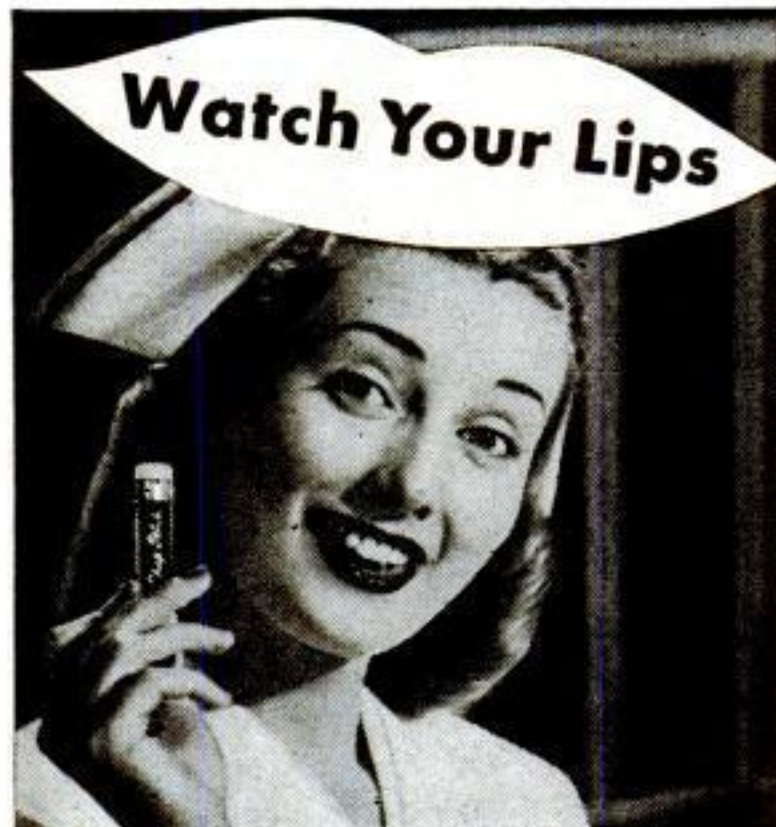
Last month a group of agents, called the Entertainment Managers' Association, put on a kind of vaudeville-talent market at New York's Hotel Astor. Big-time club-date clients like Procter & Gamble were invited to look at acts which they might hire in the future. LIFE herewith presents eight acts, priced from \$35 up, with the cautious observation that any group of citizens can assemble its own show and have the fun of being producers.



It's 'Chap Stick' Time

Winter time—that's when children's lips get chapped. That's when 'CHAP STICK' is the ready friend and comforter.

'CHAP STICK' for Young and Tender Lips



Watch Your Lips

Nurses, Doctors, Dentists will tell you to watch your lips in wintry weather. Use 'CHAP STICK' at the first sign of lip chap.

The Nation's Favorite Lip Balm



'C' is for Chap Stick

Don't say "I want something for chapped lips." When icy winds cause lip discomfort—play safe—ask for 'CHAP STICK.'

'CHAP STICK' for Weather-Beaten Lips

'CHAP STICK' soothes the lips of millions in every walk of life. Just right for the pocket—easy to apply, results swift and long lasting. What's more, it's the only antiseptic lip balm, and that's extremely important when wintry weather or change of climate makes lips cracked and sore. Be sure you ask for 'CHAP STICK.'

Copyright 1948
Chap Stick Co.
Lynchburg, Va.



KEEPS LIPS FIT



\$90

ACROBATIC DANCERS, The Three Claires, are uniformly blond, good-natured and ungrudging with their energy. They sing sparingly but toss each other all over the place. Really sisters, their names are Coby, Beth, Joanna.



\$35

HARMONICA PLAYER is least costly act offered. Chet Clark huffs and puffs a snappy *Begin the Beguine*.



\$65

WHISTLER, crooner and yodeler Ronald imitates woodpeckers, owls, and whistles *Sanctuary of the Heart*.



\$75

VIOLINIST-DANCER Florence Zamora offers two specialties in one act. Though she has played in symphony orchestras, she gives the clients *When a Gypsy Makes His Violin Cry*. She is also very fetching with castanets (right).



HEADACHE RELIEF COMES FAST WITH NEW "BC" TABLETS

Same famous formula as "BC" Powders

The same—both of them. "BC" powders and tablets. The same famous formula, the same fast relief. Headaches, neuralgic pains and minor muscular aches are quickly relieved. Two tablets equal one powder. On sale everywhere. Help yourself to this quick relief today! Caution: use only as directed.

For Headache

BC



in Powders in Tablets
10¢ and 25¢

26,000,000 Americans now read LIFE every week.* This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

*Source: Continuing Study of Magazine Audiences. Report #9



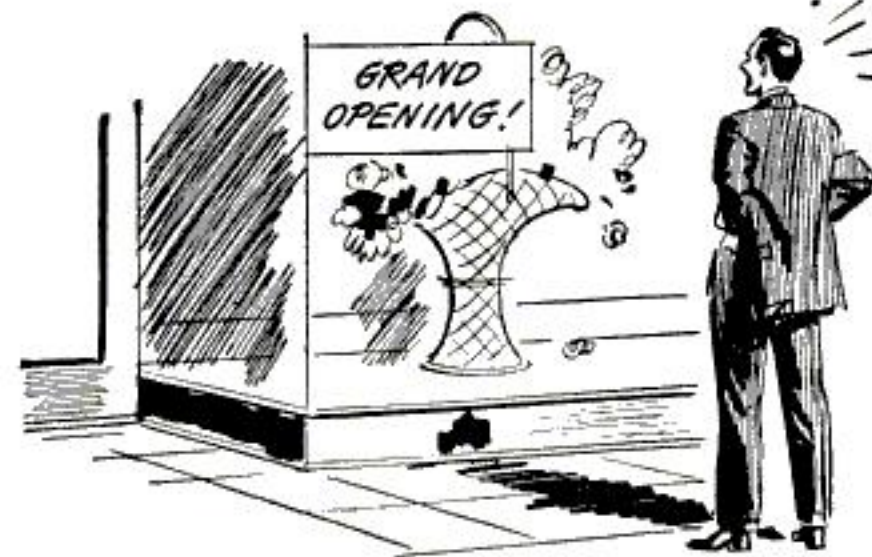
What's your son going to do when he grows up?



1. Nowhere else in the world would your boy be as free to choose almost any line of work he wants to do when he grows up—and to fit himself by education and training for the life he wants. In America, there's no law to limit a lad's chances.



2. Of equal importance to that freedom is the opportunity that lies ahead for your boy. Opportunity to climb to a top job—or to go into business for himself. In countries where business is run by the government, people must work where, when, and how they're told.



4. If he goes into business for himself, your boy will soon learn that opportunity is a two-way deal. Only as his workers and his customers benefit will his business be able to grow and prosper.



6. So whether your boy works for someone else or becomes his own boss, business profits will always play a big part in his welfare—because the reasonable profits earned by industry pay for the research and expansion that bring more jobs, more security, and better living for everyone.



3. As an employee, your son will have the right to change his job any time he sees a chance for advancement. As an employer, he'll have the opportunity to build as big a business as he's able.



5. He'll also learn the importance of sound management—if his firm is going to earn the reasonable profits it must make in order to stay in business. For profits are the very backbone of American progress . . . the best guarantee of opportunity for your son.

NATIONAL **A**SSOCIATION OF **M**ANUFACTURERS
For a Better Tomorrow for Everybody

Write for your free copy of "Who Profits from Profits?" Address: NAM, 14 W. 49th St., New York 20, N.Y.

Most Americans say they think 10 to 15 cents out of each dollar of sales would be a fair profit for business to make. Government figures show that industry averages less than half that much profit!

And about half of that is plowed back by industry to pay for the progress and development that give Americans more good things than any other people on earth!



"I've found a short cut"

Yes, there's a satisfying shortcut to stocking shopping for yourself and your family. Just say "WUNDERHOSE", and presto! —you have a choice of nylons in seam-free, tailored-seam or full-fashioned hose

for yourself. You have those smooth-fitting slim-leg styles for teen-agers. And you have a wide selection of Durene anklets and bobby sox to match any dress in little sister's wardrobe

—for brother, too. Save time, effort, by stocking shopping for the whole family at once. Just ask for Wunderhose.



Wunderhose

RICHMOND HOSIERY MILLS, ROSSVILLE, GA.
WUNDERHOSE • EVERWEAR • ARROWHEAD



COMICS Bud Clayton and Jim Hollywood, known as Radio Rogues, imitate stars like Sinatra and Durante. Hollywood (right) is doing Wallace Beery.



DANCERS, billed as "Satirically yours, Ray and Irene Drake," do a deadpan burlesque of a tango. They specialize in awkward and improbable poses.

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THIS \$3.50

VENUS Hooded Pen

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Quick Dry!

NO BLOTTER NEEDED
Uses quick-drying ink (writes dry) or regular ink. Exclusively designed.

Instant Starting!

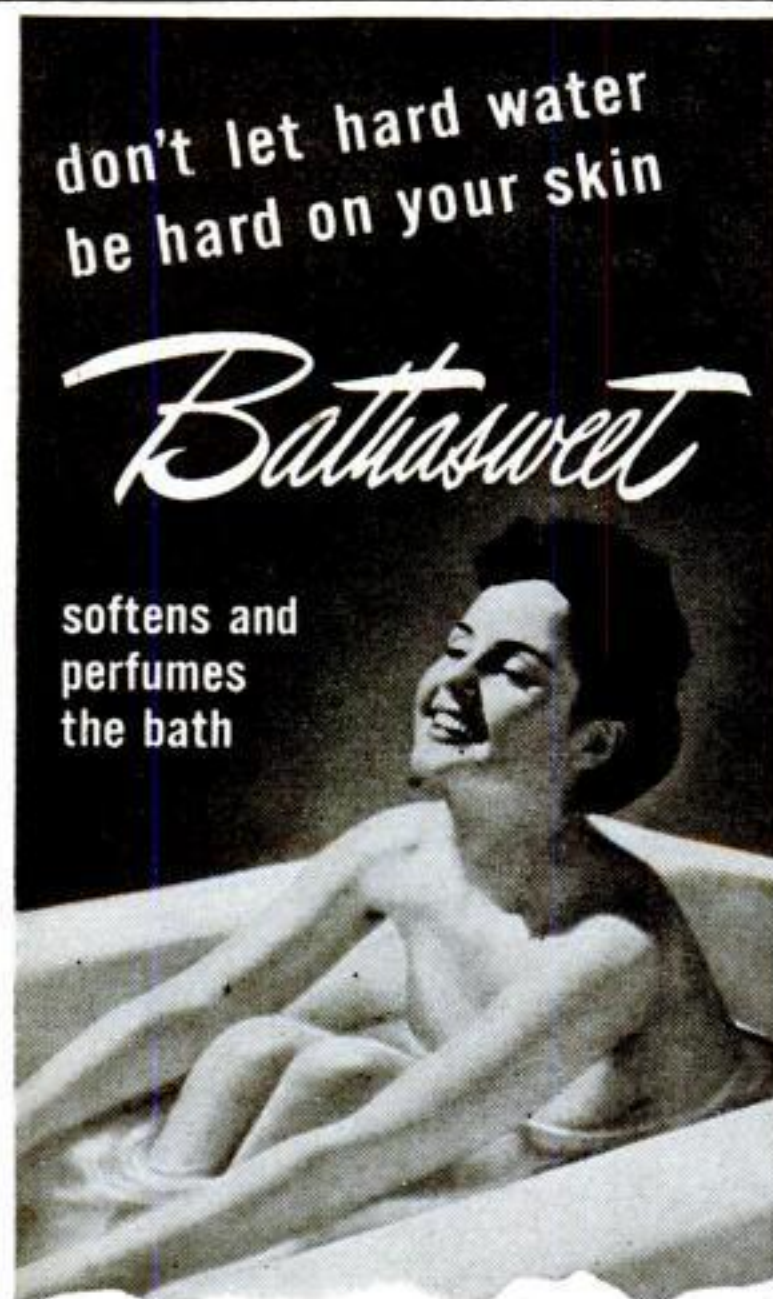
Patented ink control under hood, keeps the 14 Karat gold point moist—for instant touch and flow!

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\$3.50
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DESIGN

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BEST PROOF that Bathasweet ends hard-water hazards to skin is that no hard-water ring is left on tub. Bathasweet makes water soft as rain. Soap billows into lather. Your skin is cleansed *immaculately*. How beautifying that is! And oh what a delight to loll in this fragrant, restful bath! No wonder thousands of women insist on Bathasweet Water Softener. Also other bath needs. At all drug and dept. stores.

FREE a gift package of Bathasweet, in 2 fragrances (in U. S. only). Paste this coupon on postal and send to Bathasweet, Dept. G-1, 113 W. 18th St., New York 11.

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Very personally yours

More comfort than ever before with
the new, softer Kotex®

You're so utterly sure of yourself... for a breather, or winging downhill! As only a woman can be who cleverly sidesteps "calendar" anxieties... discovers the new comfort of the new softer Kotex.

Because never, *never* has there been a napkin like this new Kotex. With *downy softness*, that actually *holds its shape*. Designed to give you greater softness without sacrificing safety. And, what is more, to *stay soft* while you wear it.

No Revealing Outlines

And who can appreciate better than you—those flat pressed ends that prevent revealing outlines! Or the extra protection of an exclusive safety center. Or the welcome choice of Regular, Junior, or Super Kotex to suit your own requirements.

With no other napkin can you count all these blessings, *very personally yours*.



*T. M. Reg. U. S. Pat. Off.

Your choice of 3 sizes—
Regular, Junior and
Super Kotex

more women choose Kotex than all
other sanitary napkins



FOR PLEASANT MOMENTS—
 Here's a happy reflection (it's done with mirrors)—
 You've PM the Perfect Mixer to look forward to, tonight!
 The smoothest, best tasting of whiskies!
 And look at that PM label . . . in the magic mirror it
 spells "MP"—(More Pleasure looking backward too!)



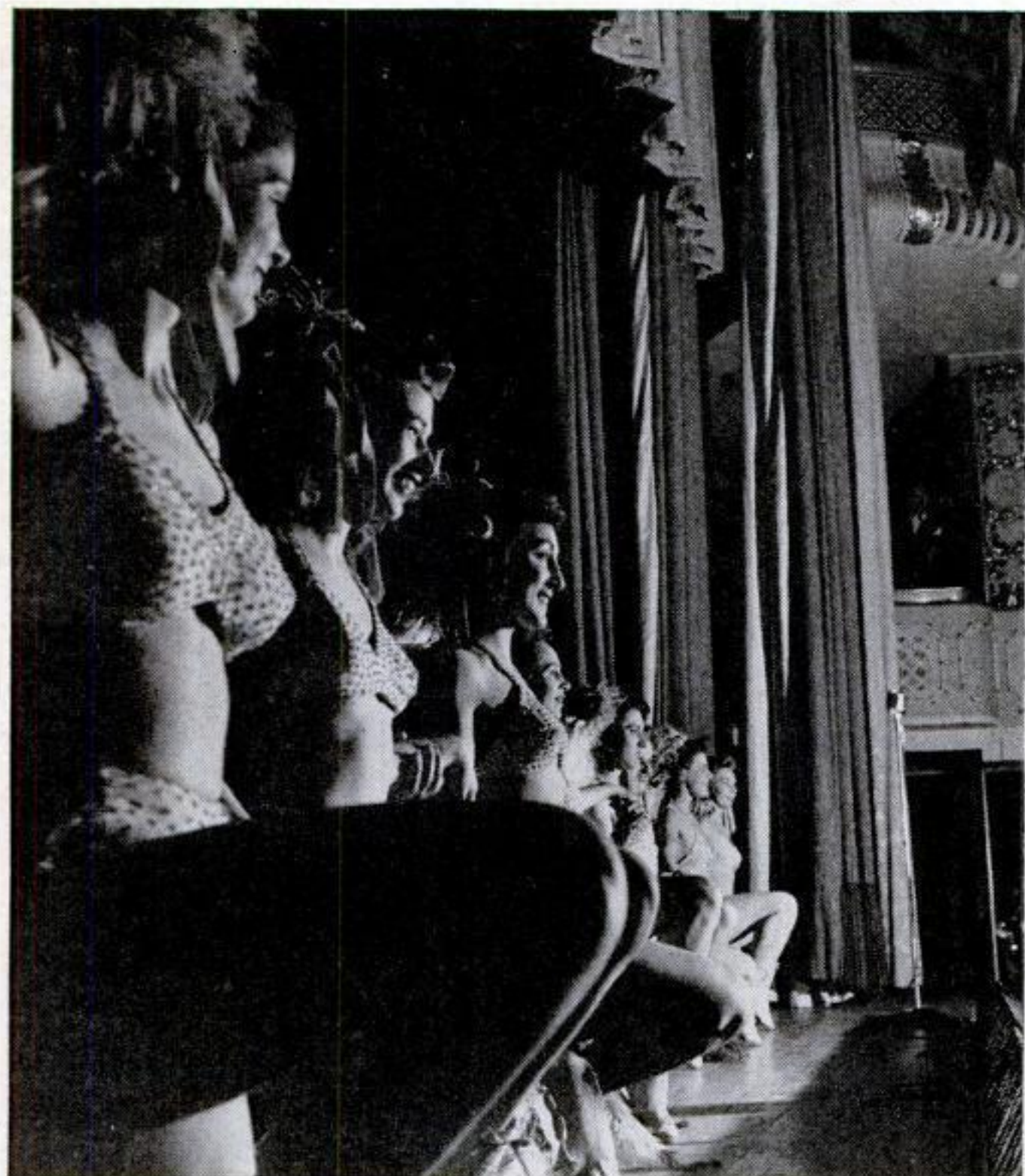
IF IT ISN'T

PM

IT ISN'T AN EVENING

National Distillers Products Corporation, New York, N. Y.
 Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits.

BEST BARGAIN: EIGHT GIRLS, \$150



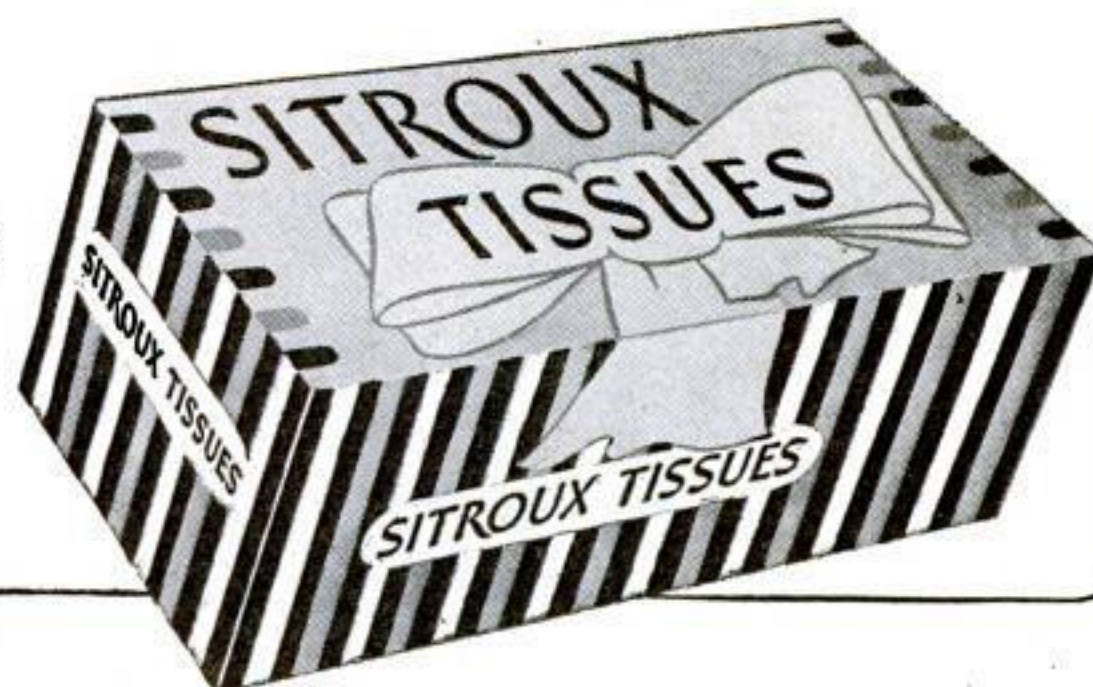
CHORUS OF EIGHT GIRLS is advertised as "The revue beautiful for discriminating clients." The girls do conventional knee work (top), an Indian-girl routine on roller-skates (middle) and, as a final fillip, dance with gentlemen from the audience (bottom). All this is offered for bargain price of \$150.



when that mean, old cold makes your laundress scold...

to the rescue with SITROUX!
... say SIT-TRUE

NEW - IMPROVED
SUPER-SOFT



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Norman Rockwell, distinguished member of the After-Shave Club, as sketched by fellow-member Constantin Alajalov.

NORMAN ROCKWELL

*Invites
you to join*

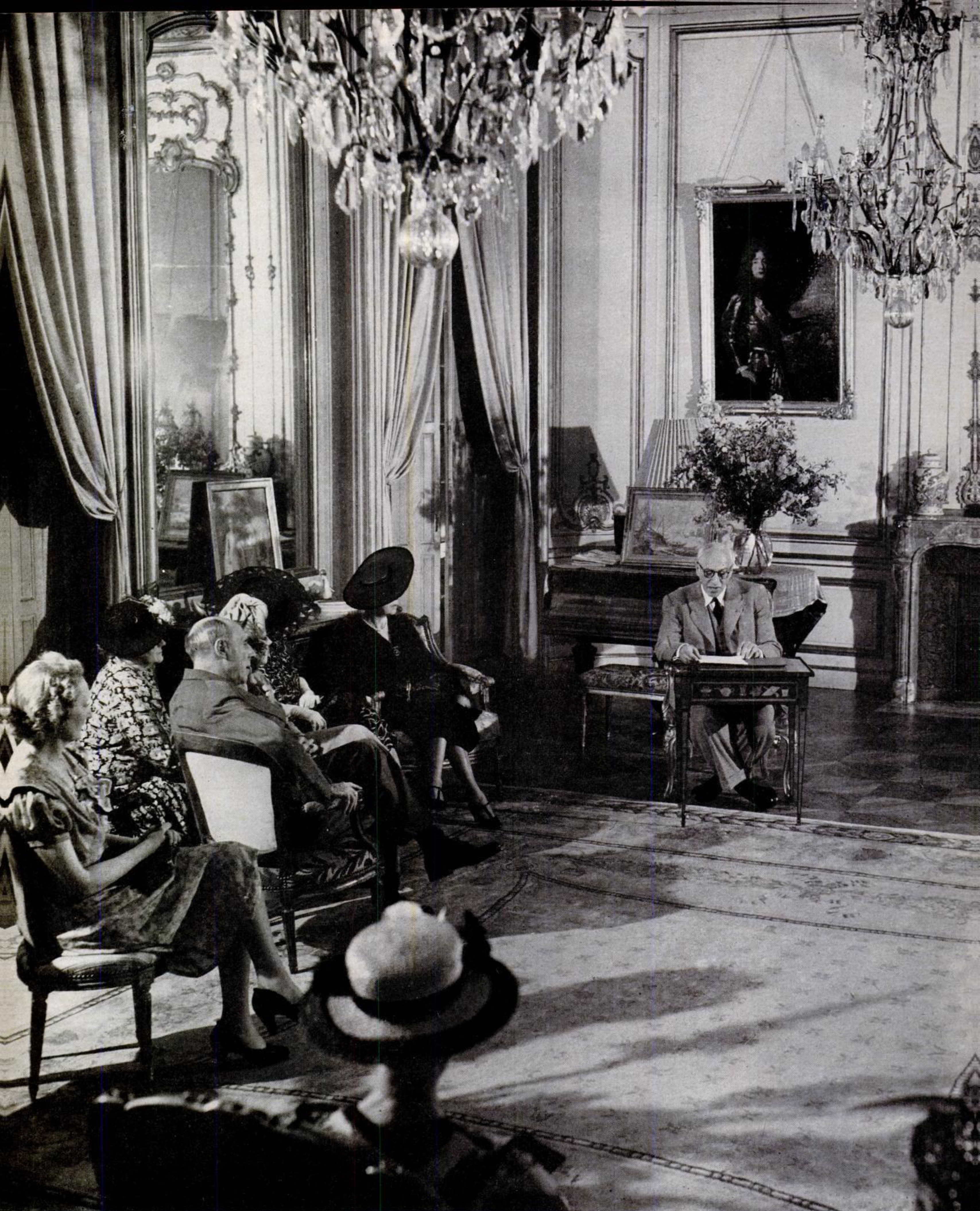
ONE OF THE WORLD'S
FOREMOST CLUBS



It's a friendly gesture Norman Rockwell makes in asking you to join him in the Aqua Velva After-Shave Club. Aqua Velva rescues the hastiest shave. It tingles your skin to a healthier glow... its most agreeable scent is a pleasure to have around. It's good before and after electric shaving, too. Pick up a bottle of Aqua Velva at any drugstore.

A FEW OF THE MEMBERS

Paul Lukas Brig. Gen. John J. Bradley, U.S.A. Ret'd
Ely Culbertson Albert Spalding Ted Husing



IN THE PARISIAN SALON presided over by the Duchess de la Rochefoucauld (*seated, far left*) Novelist-Essayist André Maurois reads aloud to the guests parts of his latest

book (*From My Journals*), which is soon to be published in the U.S. by Harper's. The duchess' handsome drawing room in her town house on the Place des Etats-Unis is



perfect Louis XV. On wall are portraits of two famous Rochefoucaulds: a dashing captain in Louis XIV's Swiss Guards, and one of the three cardinals in this famous family.



MAUROIS POSES WITH GREEK PRINCESS IRENE, EGYPTIAN PRINCESS TOUSSOUN

Life Goes to a French Literary Salon

The duchess' Wednesday is an elegant institution

The French salon, which reached its elegant heyday during the Age of Enlightenment (*LIFE*, Sept. 15) and has since survived revolutions, wars and the fall of empires, has come back to life again after still another war. Among the salons of Paris this winter the most imposing is the envied gathering assembled every Wednesday by the 11th Duchess of Rochefoucauld, whose husband's ancestor was the famous French writer of maxims. On that afternoon the double glass doors of the duchess' town house open to admit the old guard of Paris high society and the latest of literary lions. When *LIFE* visited the salon, the lovely old house was filled with the holders of distinguished titles and important jobs who had come to exchange gossip and wit, eat the duchess' food, enjoy memories of older times and hear a reading by André Maurois. As they sat listening to Maurois's memoirs, their interest seemed to deny François de Rochefoucauld's skeptical maxim: "The vast pleasure we derive from talking of ourselves should make us suspect that the pleasure of our audience may not be as great."



MAITRE D'HOTEL ALBERT attends closely but discreetly while the 12th Duchess of Gramont and Princess of Bidache (left) chats with Countess Anne-Marie Sévène.

Never neglect a toe splinter



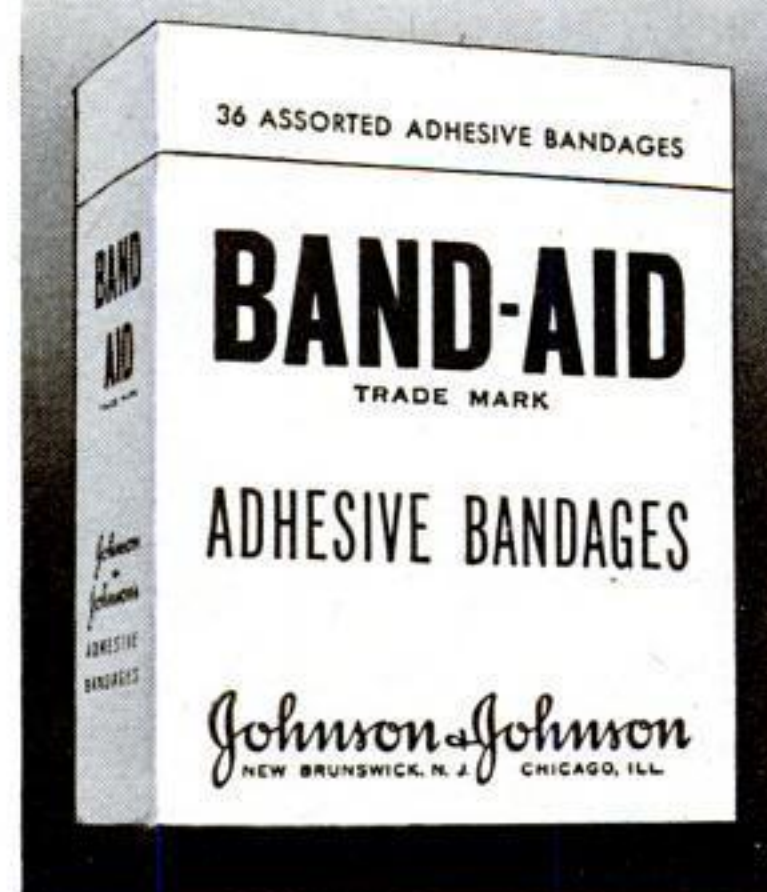
The tiniest injury can become infected. Never take a chance!

Cleanse the injury properly. Then put on BAND-AID*, the adhesive bandage whose quality you can trust.

It comes to you sterile. Keeps out dirt. Helps prevent infection, avoid irritation.

Caution: Remember, not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

*BAND-AID is the Reg. Trade-Mark of Johnson & Johnson for its adhesive bandage.



French Salon CONTINUED



THE DUC DE BROGLIE, 72, an atomic scientist and brother of a famous physicist, explains a serious point to the wife of a French consular official.



THE DUC DE MONTMORENCY, 80, is a salon fixture. His full name is Louis Napoléon Eugène Alexandre Anne Emmanuel de Talleyrand-Périgord.



CHILDREN'S POET Jules Supervielle, who believes in thought transmission, sits mum and shy in back of the drawing room during Maurois's reading.



RELIEVE PAIN! COMBAT INFECTION! That's the 2-way help you get from Campho-Phenique, the liquid antiseptic that relieves pain and irritation, too!

APPLY CAMPHO-PHENIQUE QUICK, to minor cuts, burns; cold sores, fever blisters; scratches, and non-poisonous insect bites. Relieves pain and aids Nature to heal by combating infection.

USED BY MANY DOCTORS, dentists and nurses. Ask for "Cam-fo Fen-eek" at any drug counter. It's soothing and stainless. Popular more than 50 years.

CAMPHO-PHENIQUE
THE PAIN-RELIEVING ANTISEPTIC



Brings Greater Breathing Comfort In Seconds — Anywhere, Any Time



YOU can have it with "Eveready" hearing-aid "B" batteries—better hearing l-o-n-g-e-r plus more full-volume operation. That's because they're full of energy-producing material—there's no dead space filled with inert tar or paper packing! **WAR SECRET!** This rugged, efficient construction made possible the proximity fuse—No. 2 in war-time importance.

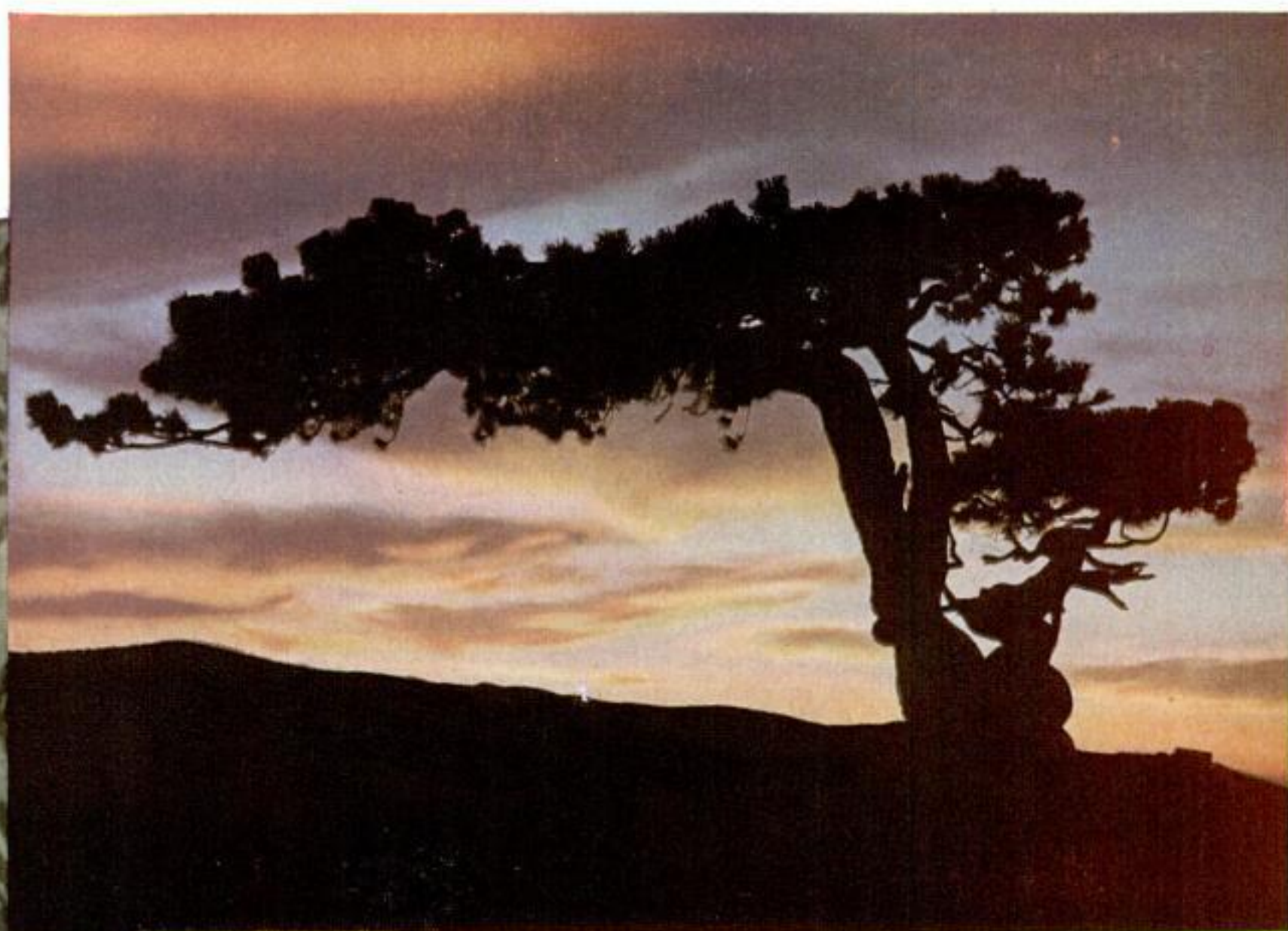
The most compact... the most economical, "Eveready" batteries are sold by hearing-aid dealers everywhere. Get them for better hearing!



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30 East 42nd Street, New York 17, N. Y.

"Progress Toward Better Hearing." Write Dept. L-25

VERY OBVIOUSLY...GLORIOUS



*Color Film by Men who Plan beyond Tomorrow
Captures a Sunset in all its Glory*

And it's at sundown when whisky as fine as
Seagram's V.O. Canadian is a glorious pause
in the day's affairs.

For this lightest of all Canadian whiskies is a
master-work of the blender's art...
distinguished by its *clean-tasting* character.

Try it tonight, at sundown. You'll see for
yourself why Seagram's V.O. is Very Obviously
Canadian whisky at its glorious best!

This Whisky is Six Years Old — 86.8 Proof. Seagram-Distillers Corp., N. Y.

Seagram's VO

CANADIAN WHISKY—A BLEND...OF RARE SELECTED WHISKIES

both are rich in tempting
goodness, both are **flavor-aged**

It's time that brings the juicy apple to mellow, ripened excellence. And time for "flavor-aging" brings Clicquot Club Ginger Ale its mellow flavor . . . slow "flavor-aging," which blends the finest Jamaica ginger with other select ingredients and ages them for months. Every sip tells a quality story.



Clicquot Club **the "flavor-aged"** ginger ale

(pronounced Kleeeko)

ALL OTHER POPULAR FLAVORS
INCLUDING COLA -
ALSO SPARKLING WATER



MISCELLANY



*Famous
Queens*

BY FAMOUS MASTERS
MARY QUEEN OF SCOTS
by Jean le Court
(National Portrait Gallery)

HIGHLAND

86.8 PROOF

"The royal name
in Scotch"

QUEEN

Blended Scotch Whisky

IMPORTED BY

McKESSON & ROBBINS, INC., NEW YORK

The
KELTON
"Dayton"



Yes,
terrific
at \$10*

Chrome case, stainless steel
back, radium hands and
numerals, sweep second hand.

*Federal tax only 10%. Guaranteed by



"WORK UNIFORM" HAS FOLDING RIBBONS, SNOOD CAP, FRINGED JACKET

NEW AIR FORCE "UNIFORM"

Ground officers concoct some flashy styles

Ever since the new independent U.S. Air Force was created last fall, fliers have been worrying about what their new uniforms would be like. Inevitably the first unofficial designs came from ground forces personnel, traditionally envious of the fancy regalia and flight pay of airmen. The uniforms on these pages were cooked up by a couple of waggish ground officers, Colonel Fred L. Walker (above) and Major Charles G. Micheau. Although their designs included big pockets for flight pay and a magnificent Venetian-blind effect for decorations, the Air Force, unimpressed, went right ahead with plans to spend about \$55 million on uniforms much like the old ones except for their color—an RAF blue.

necessary as personal

daintiness... clean-smelling air

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**kills
indoor
odors**



PAT. NO. 2,326,672

Now you can be as fastidious about your home as you are about your grooming. **air-wick*** kills unpleasant cooking odors... the odor of stale smoke... freshens bedrooms, nurseries and closets... keeps bathrooms country-fresh. There's nothing to light... nothing to spray. At all better stores in the United States and Canada.

***air-wick** deodorizer and household freshener is fully protected by U. S. patent... a trademark of Seeman Brothers, Inc., New York 13, N. Y.



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WRITE FOR
FREE
BICYCLE
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CONTINUED ON NEXT PAGE

SWONDERFUL!
... it tastes so good,
good, good!



SMARVELOUS!
...how Sunsweet helps
keep you regular, too!



**SUNSWEEET
PRUNE
JUICE**

Now also
available
in cans



Prepared and distributed by the
makers of Mott's apple juice, apple sauce,
cider, vinegar, and jellies

Air Force "Uniform" CONTINUED



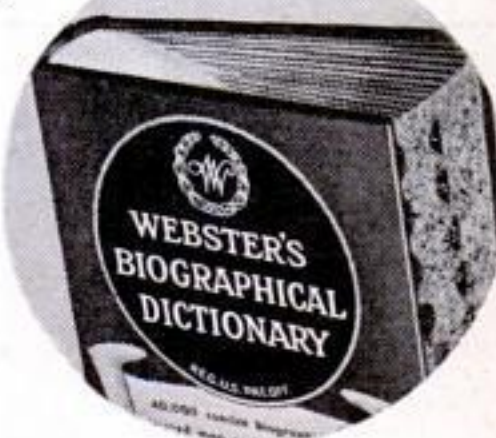
"SCRAMBLED EGGS" is the slang phrase used to describe the gold braid on officers' caps. Here Colonel Walker deftly applies a plate of the real thing.



SKY-SCANNING BIRDMEN model equipment on Washington's Pentagon Building. Zoot-suit key chains and phony mustaches come with uniforms.

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Book of

Biographies



gives you essential facts about
40,000 Noted Men and Women

WEBSTER'S BIOGRAPHICAL
DICTIONARY contains more than
40,000 concise biographies, with pro-
nunciation of names and all essential
facts. Includes scientists, statesmen, ex-
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A DIFFERENCE**

Ask for Royalty—for consistent
quality, true color and perfect fit.



Treat Yourself
to...



candies loved
since High-Bicycle
days...



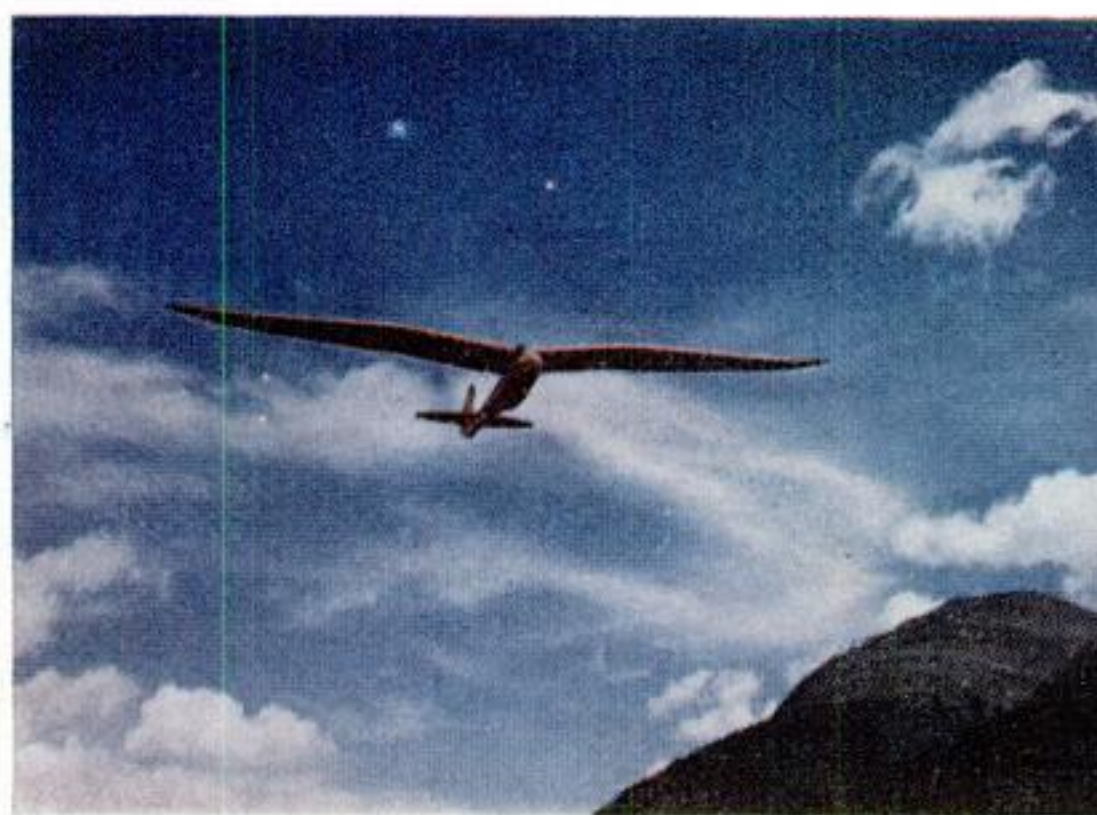
Springboard... THE ALPS!



1 "I was going to get my Silver C glider rating that day or the Alps were going to get me!" writes Raymond Schefer, a friend of Canadian Club at Camp Samaden in Switzerland. "Having completed the distance flight, I was taking a third try at what I found to be the toughest part of the tests... the *altitude* and *duration* flight."



2 "A final check said 'conditions perfect.' Fine wind, few clouds, good visibility. But Alpine weather is tricky. The last time, conditions had been just as perfect... at the start. Then my chance at that international rating was spoiled by a sudden lull."



3 "To meet this test, I had to climb 3,280 feet above the tow-plane release point and stay for 5 hours over treacherous mountain peaks. It's risky, but any glider pilot will tell you it's worth it to soar silently and 'powerless' over beautiful country... trying to outwit invisible wind."



4 "Without any warning a sudden down draft reached up and grabbed me. I talked to my glider like a brother, shouted at it to *climb!* It did. I managed to pull away, luckily missing a jagged peak. It would have been a long tumble to the valley below."



5 "I didn't break any records, but a steady ridge current kept me up long enough and high enough for a Silver C. We celebrated by taking the cable car up to Mouttas Muraigl. The order was 'Canadian Club—all 'round!' That fine whisky gets top rating at *any altitude!*"

6 "All over the world," write travelers, "Canadian Club rates high." Why this world-wide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

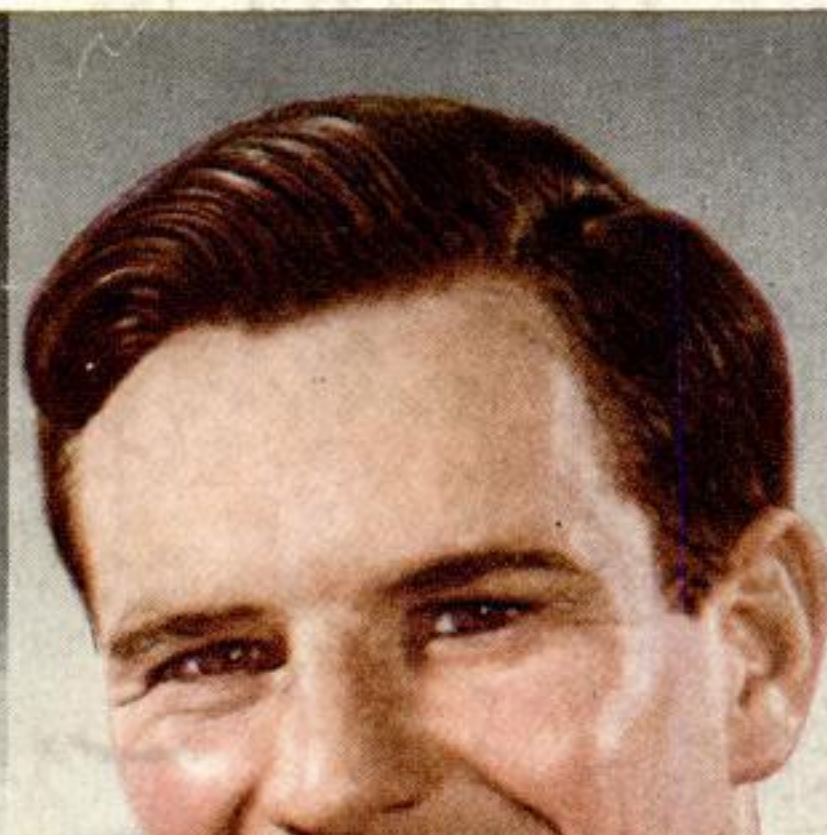
"Canadian Club"

MADE IN CANADA
BY HIRAM WALKER



Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof

Experience
is the best
teacher!



HOCKEY STAR

CAL GARDNER

SAYS—

I'VE SMOKED MANY
DIFFERENT BRANDS...
AND COMPARED. **CAMELS**
ARE THE **CHOICE**
OF **EXPERIENCE**
WITH ME!

EXPERIENCE? New York Ranger
Cal Gardner has 15 years of hockey
behind him, including two years with
the junior champions of the world and
"a most valuable player award" in the
Eastern Amateur Hockey League.

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

Let your "T-Zone" tell you why...
More people are smoking
CAMELS than ever before!



Your "T-Zone"
Taste...Throat

... that's your
final proving
ground for any
cigarette.
Try Camels.
See if Camels
don't suit your
"T-Zone"
to a "T."

● You'll read about it... hear about it... you'll see it for your-
self—In sports, in business, in homes all over America, smoker
after smoker who has tried and compared different brands
during the wartime cigarette shortage has found Camels the
"choice of experience"!

Why? Hockey Star Cal Gardner says, "Of all the brands I
tried, Camels suit my 'T-Zone' best!"

And that's where you'll find the answer—in your "T-Zone"
(T for Taste and T for Throat). Try Camel's full flavor and
cool mildness and let your own experience tell you why more
people are smoking Camels than ever before!

According to a Nationwide survey:
MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE

When 113,597 doctors were asked by three independent research organizations to
name the cigarette they smoked, more doctors named Camel than any other brand!

